ELECTRICAL WHOLESALING

APRIL · 1953
A McGRAW-HILL PUBLICATION
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THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

Big electric housewares volume moved by Paul Driggs (left) is proving that the supplies salesman can also sell small appliances. Page 56.

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What Happens When a Wholesaler Moves..... PAGE 73

Idea Selling—The Answer to Price Cutting..... PAGE 76

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BUSINESS INDEX — A Revised Department

Benjamin's *Leader Line* TROFFER UNITS

FOR GREATER ADAPTABILITY AND APPLICATION

Now, the acknowledged versatility of Leader TROFFER Units is further extended by the addition of Leader Moulded Plastic Louvers. These louvers provide 40° horizontal and vertical shielding . . . they swing either way for easy maintenance and relamping . . . they are "destaticized" and guaranteed against warpage and discoloration.

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Leader *Division of Benjamin Electric Mfg. Co.*

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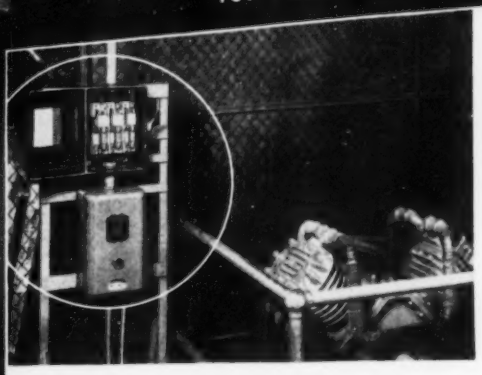
DES PLAINES, ILLINOIS

for FUSE ECONOMY... use ECONOMY FUSES



Extra Protection for "OFF and ON" Circuits

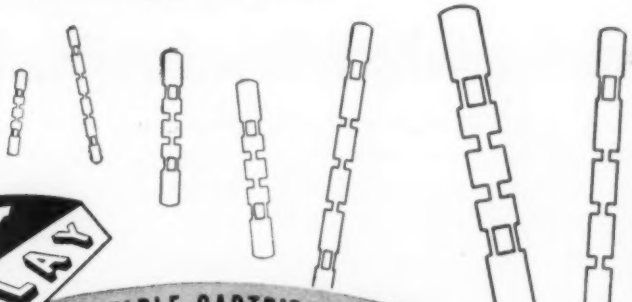
On this air compressor circuit—a typical example of high starting torque—the motor goes on-and-off approximately 120 times in the course of a 10-hour day.

The "ECONOMY DELAY" Fuses shown in this application, operating under these extreme conditions, have blown rarely. If a fuse does blow, all that is required to restore the original fuse efficiency is to insert a new "ECONOMY DELAY" Renewal Link. This requires only a minute or two—which means minimum "down time"... and the cost of an "ECONOMY DELAY" Renewal Link is 3 cents per blow!

The life of an Economy Fuse Cartridge is practically infinite, so, you save money on fuse maintenance and at the same time conserve scarce brass and copper.

Give the extra protection of "ECONOMY DELAY" Fuses to all your circuits. Your wholesaler has "ECONOMY DELAY" Renewable Fuses and Renewal Links in stock.

Ask for the ECONOMY Catalog and Price List.



ECONOMY DELAY RENEWABLE CARTRIDGE FUSES

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ECONOMY FUSE AND MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILLINOIS

REPRESENTATIVES IN ALL PRINCIPAL CITIES

ELECTRICAL WHOLESALERS—Give yourself this EXTRA PROTECTION, too. Carry a full stock and be prepared to fill orders for "ECONOMY DELAY" Renewable Fuses and Renewal Links.

4048BW

MAKE PROFITS

G-E promotion sells Yellow Lamps all summer long!

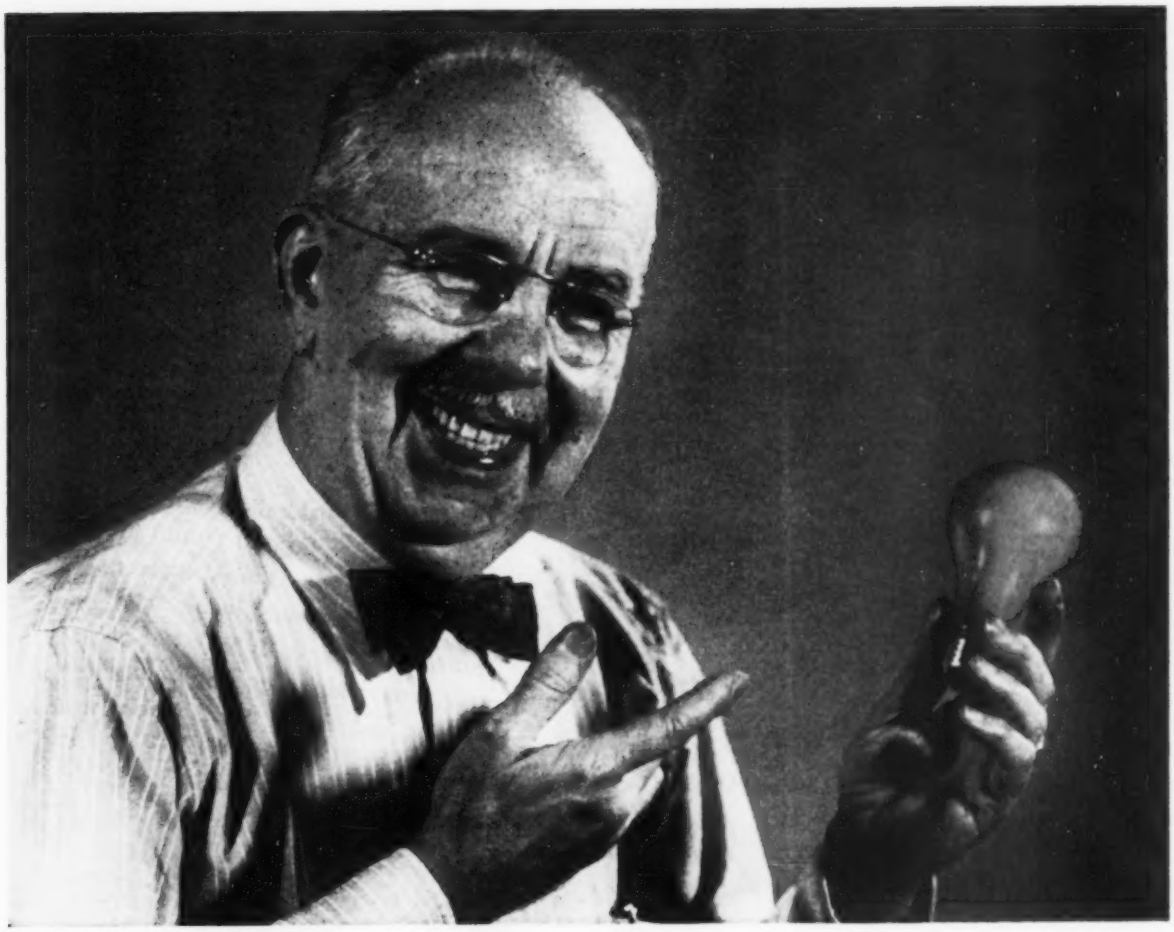
RIGHT at the start of the bug season, General Electric goes all-out to create a summer-long demand for G-E Yellow Lamps.

Full-color ads in leading magazines, commercials on the Jane Froman TV show, and some of the most arresting display material you've seen in a long time point out that most bugs don't go for G-E Yellow Lamps. These lamps give plenty of light yet don't draw insects as ordinary bulbs do.

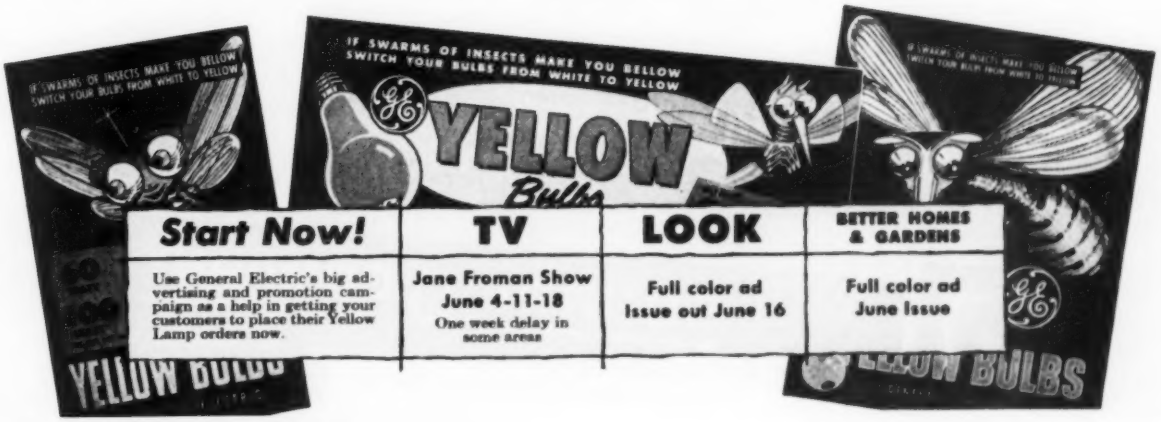
It's a simple, convincing story that means months of profitable business for you if you get your dealers to tie-in with mass displays. Start talking-up 60 and 100-watt General Electric Yellow Lamps to your customers today!

GENERAL ELECTRIC

FROM PESTS !

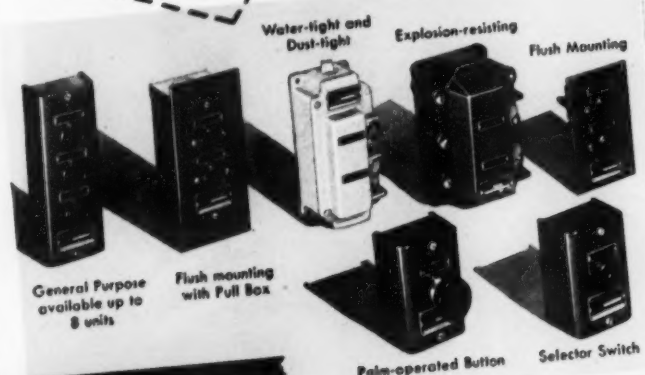


Ads, banners, displays coordinated to pack real punch!


IF SWARMS OF INSECTS MAKE YOU BELLOW
SWITCH YOUR BULBS FROM WHITE TO YELLOW
YELLOW
Bulbs
Start Now!
Use General Electric's big advertising and promotion campaign as a help in getting your customers to place their Yellow Lamp orders now.
TV
Jane Froman Show
June 4-11-18
One week delay in some areas
LOOK
Full color ad
Issue out June 16
BETTER HOMES & GARDENS
Full color ad
June Issue

THIS COMPLETE LINE MEETS EVERY NEED FOR PUSHBUTTONS

STANDARD DUTY



HEAVY DUTY

Name your pushbutton requirement—there's a Square D unit to do the job, exactly. Three complete lines . . . standard duty, heavy duty, and oil-tight heavy duty . . . each providing a wide range of operators, stations, and circuit combinations.

OIL-TIGHT HEAVY DUTY

Available in 1 to 16 unit sizes. 6-9-12-16 unit stations have hinged covers for easier wiring

Write for Pushbutton Bulletins which give complete details. Address Square D Company, 4041 N. Richards Street, Milwaukee 12, Wisconsin.

SQUARE D COMPANY

1903 · 50 YEARS OF DESIGN LEADERSHIP · 1953

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

APRIL 1953

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ELECTRICAL WHOLESALING
(with Wholesaler's Salesman)

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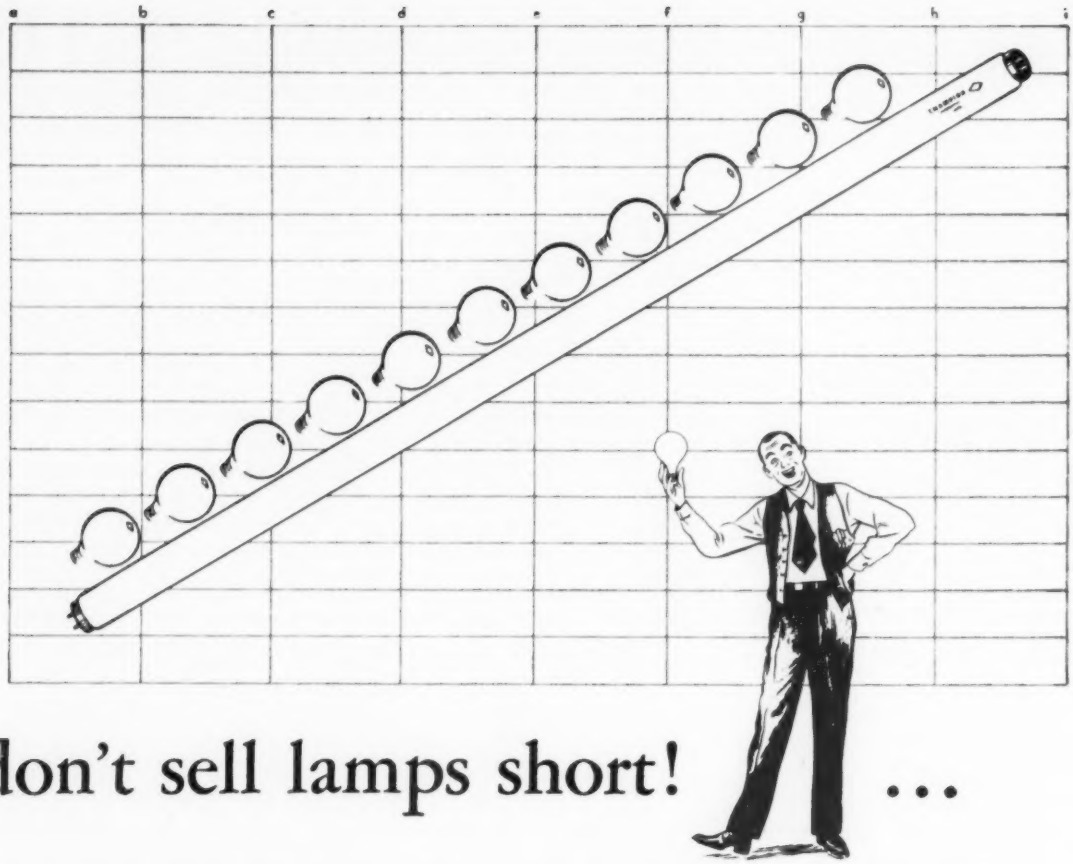

don't sell lamps short! ...

When you stop to think of it, few items in your line can equal Incandescent and Fluorescent Lamps when it comes to steady volume, constant profit, sure repeat business. Get the lamp business and you're really *in!*

CHAMPION Lamps belong in your line whatever other lamps you may have carried. CHAMPION Lamps never sell you or your customers short. They have the performance that gets and holds the business. They'll open up new accounts for you and keep you in there.

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Briegel E.M.T. Fittings

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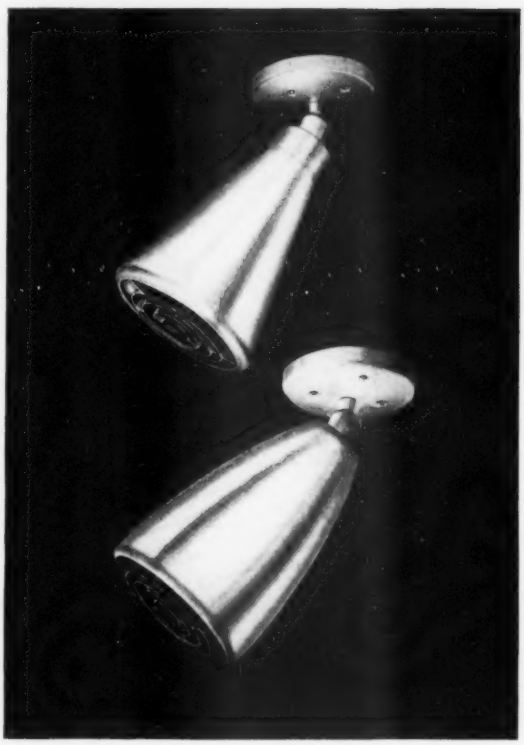

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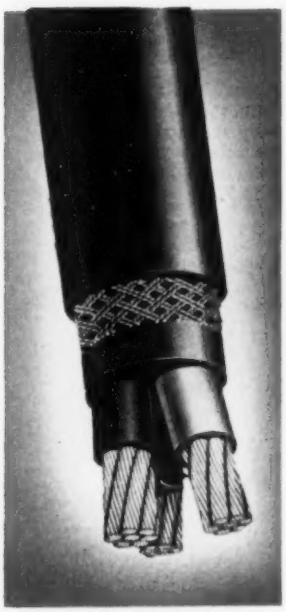

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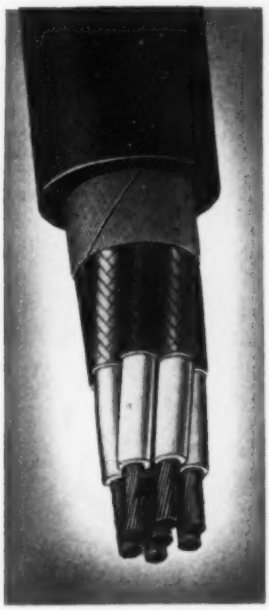

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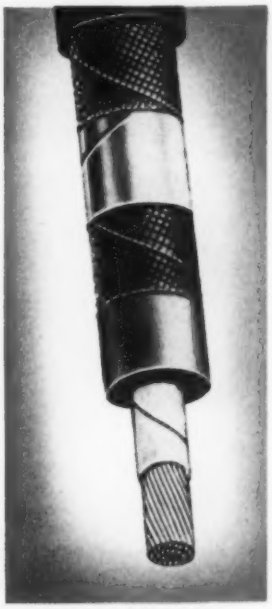

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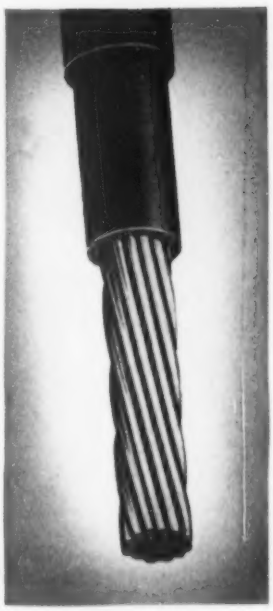

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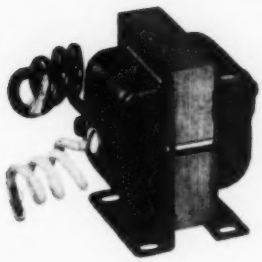

Reduce door bell, buzzer, annunciator and door opener transformer stock by two-thirds—meet every requirement with a small, fast-moving stock of Jefferson universal mounting transformers!

Jefferson "Wizard" has a patented lip and set-screw to clamp transformer to outlet box, cover or cabinet. No mounting plates of any kind are needed. The foot bracket permits mounting for open wire installations anywhere. Primary leads and secondary terminals for bell wires are provided. 10 volt secondary—5 watts. *Listed by Underwriters' Laboratories, Inc.* Stock up now!

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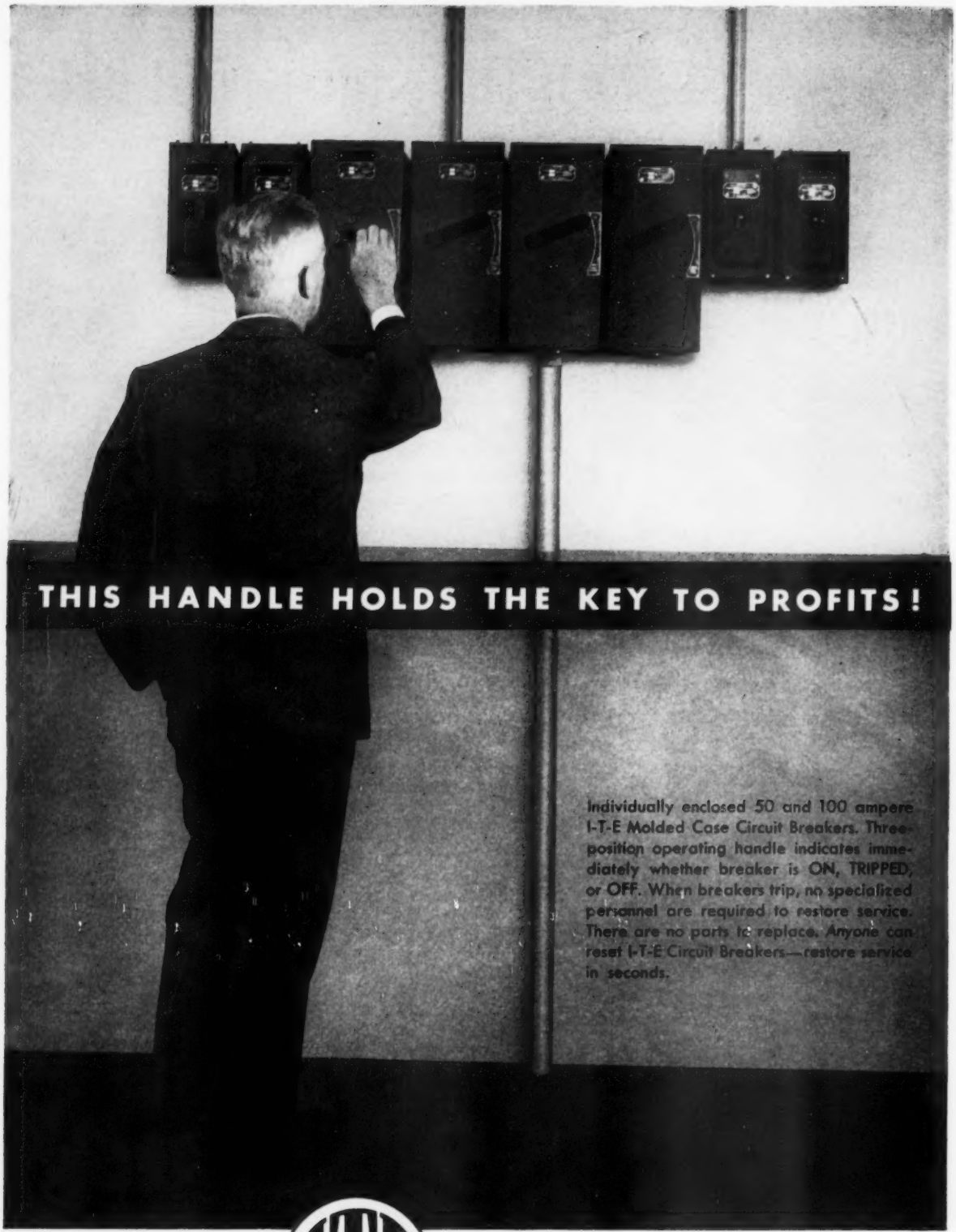
BELLWOOD, ILLINOIS

In Canada: Canadian Jefferson Electric Co., Ltd., 384 Pape Ave., Toronto, Ont.


THIS HANDLE HOLDS THE KEY TO PROFITS!
Individually enclosed 50 and 100 ampere I-T-E Molded Case Circuit Breakers. Three-position operating handle indicates immediately whether breaker is ON, TRIPPED, or OFF. When breakers trip, no specialized personnel are required to restore service. There are no parts to replace. Anyone can reset I-T-E Circuit Breakers—restore service in seconds.
I-T-E
ENCLOSED LOW-VOLTAGE

For the man whose production depends on a steady supply of power, the operating handle on an I-T-E Circuit Breaker holds the key to dependable, profitable operation.

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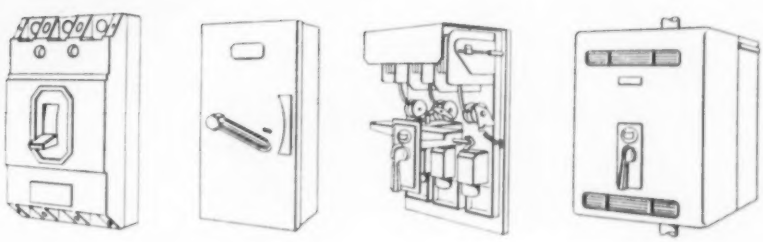
Ratings from

10 to 6000 amperes
up to 600 volts a-c
up to 250 volts d-c

There are I-T-E Circuit Breakers and enclosures for every application—indoor and outdoor—with auxiliary and tripping devices to fit each job.



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goes further... sells faster...

Not how many feet . . . but how many finished jobs per roll. That's the real test of a good tape.

Buyers know they get guaranteed footage in Gold Seal Tape. They know also that it goes further because there's no waste. It tears evenly, does not ravel. A few wraps, and the job's finished . . . one thickness insulates. Give them the most "coverage" for their money, and you'll boost tape sales. Stock and sell Gold Seal.

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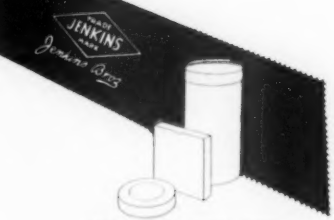
JENKINS

Gold Seal Tape

Jenkins Bros. also make
Diamond Seal Friction and Rubber Tapes
which meet ASTM Specifications.



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In 10-roll cartons or single rolls.
Every roll sealed in cellophane, stays fresh.

A PRODUCT OF JENKINS BROS. . . .

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Give Your Hospital and Other Customers Modern Circuit Protection . . .

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Install

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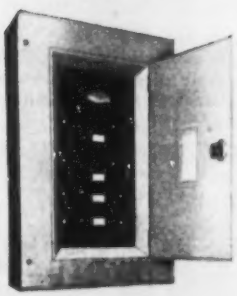
A pioneer in the manufacture of products for the control and distribution of power and light, FA has specialized in the development of equipment that is modern in design, rugged in construction and will give long and trouble-free service — products that measure up fully to the requirements of the Underwriters' Laboratories, Inc., and the highest standards of the industry.

If you want to assure your hospital and other clients modern circuit protection, then install FA on all your jobs. Your nearest FA representative, listed in Sweet's, or your electrical wholesaler, will be glad to provide additional information on any or all FA products.

SHUTLBRAK SWITCHBOARD



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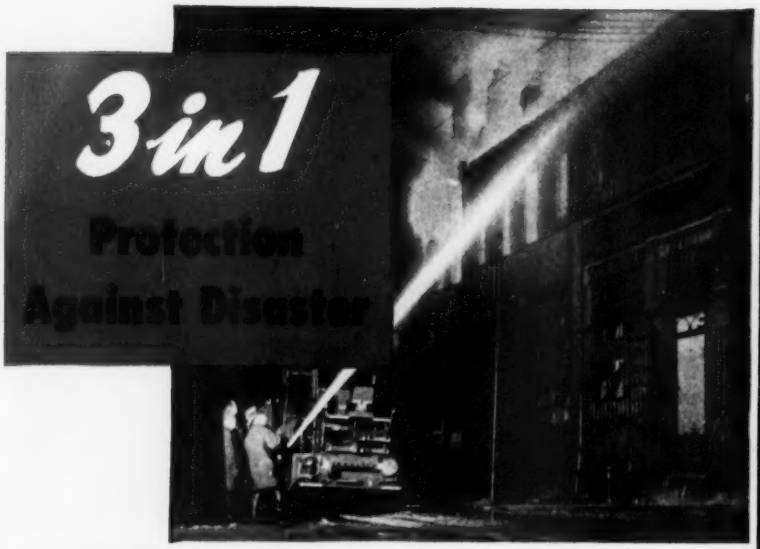
Frank Adam Electric Co.

P. O. BOX 357 • ST. LOUIS 3, MISSOURI

Our 62nd Year

Makers of: BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER



APPLETON
Explosion-Proof Equipment

AA-51 Series Vented Type Explosion-Proof lighting fixture. Cooler operating ... easier to service.

1. Cool Temperatures. Appleton Explosion-Proof lighting fixtures operate cool enough to prevent igniting the gas, vapors or dust outside the fixture. Fluorescent fixtures operate at low, safe temperatures. Incandescent fixtures have full circle venting and porous metal interiors to disperse heat evenly and safely.

2. Flame-tight. Appleton Explosion-Proof MALLEABLE IRON conduit fittings and lighting fixtures are made tight to confine dangerous arcs, to prevent escape of flames or burning gases, or to cool escaping gases after an internal explosion. Flame-tightness is assured in that five full threads must be completely engaged before contact can be established. Accurately machined flat joints at cover openings assure perfect alignment.

3. Explosion-Proof. Appleton Explosion-Proof Equipment withstands at least four times the maximum possible internal pressures without bursting or loosening screws or joints. Fittings are made of unbreakable MALLEABLE IRON.

Type FSQX Explosion-Proof and Dust-Tight plug and receptacle with interlocking safety switch.

Type ARTC Explosion-Proof Tumbler Switch Unilet. Made of unbreakable MALLEABLE IRON, light and strong.

APPLETON
MALLEABLE
—IRON—
UNILETS

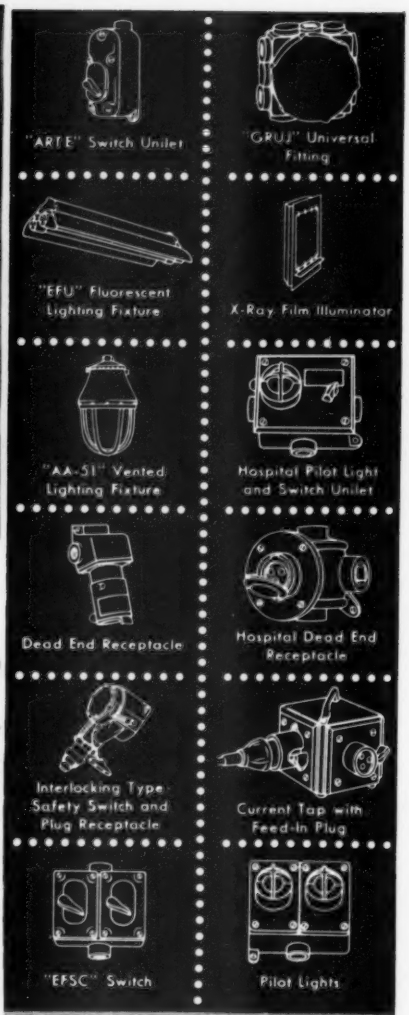
Type EFU Explosion-Proof fluorescent lighting fixture. Available for two 40 Watt, 48" lamps; or two 100 Watt, 60" lamps.

Sold Through Electrical Wholesalers

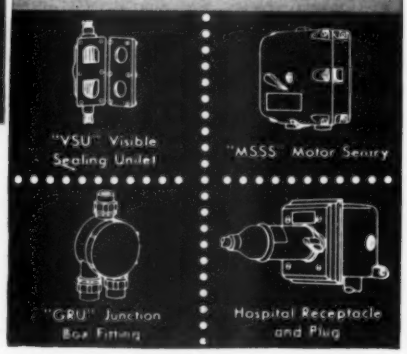
APPLETON ELECTRIC COMPANY
1734 Wellington Avenue • Chicago 13, Illinois

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

Sales Engineers in All Principal Markets



There Are APPLETON Explosion-Proof Fittings for Every Requirement



Washington STRAWS

CONSUMER SPENDING PLANS • Consumers expect to buy more hard goods this year than they did in 1952 and 1951. That's the finding of the Federal Reserve Board's survey of consumer finances, which was released last month. Washington economists, who have been wondering if the market could swallow up consumer durables at the rate it has been lately, are reassured now that the business boom looks healthier and steadier than it has at any time in months.

Here's what consumers told survey interviewers in January and February: they'll buy (1) more new automobiles than they planned to buy at the same time in the previous two years; (2) substantially more furniture, TV sets, and other consumer hard goods than in 1952; (3) slightly more new and used homes than they were planning to buy last year at survey time.

This year's strong buying plans stem from these factors: an improvement in personal finances and the expectation of steady prices. In 1952, 62 per cent of those interviewed said they were either better off or holding even on personal finances, 35 per cent said they were losing ground. The percentages this year were 70 and 28. Last year, more than half expected prices to rise—a poor time to buy durable goods, they thought. This year, only 16 per cent expect price increases.

CAPITAL SPENDING PLANS • There's a bullish estimate on business spending for new plant and equipment too. Capital expenditures in 1953 will be slightly above the record 1952 rates, according to a survey made during the past two months by the Commerce Department and SEC. If present budget plans are carried through, capital outlays will total $27 billion this year, compared to $26.5 billion in 1952, $25.5 billion in 1951.

Heading the list of increases is the public utilities industry, which has scheduled 1953 expenditures at a record $4.4 billion—14 per cent higher than in 1952. Mining companies expect an increase of 3 per cent. Manufacturers as a whole plan to boost their plant and equipment expenditures to slightly more than $12 billion; last year, their capital outlays were slightly less than $11.9 billion.

The plans indicate that the heaviest spending will come in the first half of the year. By midyear, business expects to be at an annual rate of $28.1 billion in capital outlays. After that, it will dip until it hits a $27 billion rate in the last quarter.

CONTROLS LEGISLATION • Congress is whipping together a new controls bill to supplant the Defense Production Act in July. The bill will probably be along the lines recommended by Arthur S. Flemming, director of the Office of Defense Mobilization, which will become a permanent, industrial, super-planning agency.

Flemming called for extended authority to allocate materials and facilities for national defense, but said allocation controls for civilian use are unnecessary unless defense needs cause serious supply shortages for civilian consumers. Also: continued financial aids for defense purposes (accelerated tax amortization, direct loans, market guarantee arrangements); a 90-day freeze authority on prices and wages—"should Congress decide it could not act swiftly enough to forestall inflationary pressures in event of a future serious emergency"; and extended authority for aiding small business in the defense program.

METALS PRIORITY PROGRAM • On the assumption that the controls bill will become law, a new ingredient has been added to Washington's alphabetical jargon: DMS (for Defense Materials System)—the government's new metals priority scheme, to take effect July 1. This is how it will work:

The Defense Department and AEC will issue quarterly steel, copper, and aluminum allotments to prime contractors; also, preference ratings to buy needed tools and components. Priorities will be passed on to subcontractors and suppliers, who in turn will also get first crack at materials. Steel, copper, and aluminum producers will be directed to set aside specific tonnages for defense-rated business.

Priorities will also be issued to selected defense-supporting projects. But the government will be stingy in this regard. AED or the Pentagon will have to specifically certify construction contractors or manufacturers for this type of rating. Examples: an electric utility plant to power an atomic energy project, a machine-tool builder supplying an automotive equipment maker on military contract.

That's all there is to DMS. There are no controls or priorities for non-defense consumers. Under the more elaborate Controlled Materials Plan, quarterly metals allotments had been issued to all consumers—defense and civilian alike. DMS's direct effect on businesses like electrical wholesaling should be very slight.

• You can look for a decline in federal loans for rural electrication this year; funds are likely to reach the lowest point for any year since 1944. Although economy measures of the new administration will certainly affect the downward trend in REA loan approvals, there's even a bigger factor: most of the backbone rural distribution lines have already been constructed.

Agriculture Secretary Ezra T. Benson has revised the fiscal 1954 Truman budget for his department by cutting requested loan authority for the Rural Electrification Administration by $40 million—from $135 million to $95 million. He has also recommended reorganization of REA, under which he would assume much of REA administrator's responsibility. This move would tighten up on loans even more.

Fiscal 1953 electrification loans are expected to total considerably below the $197 million that are available to REA. Loan approvals by REA reached a peak in fiscal 1949, when loans of nearly $450 million were approved.

FEDERAL CONSTRUCTION AWARDS • The freeze on federal construction contracts—another aspect of the new administration's economy drive—will probably mean a reduction of about $500 million in awards during the February 1953 to June 1954 period. During the freeze, out-and-out cancellations are unlikely and opening of bids is continuing. But contract-letting faces slowdowns of about two months.

Military construction is affected the most. The rate of Army awards during February was about 40 per cent lower than in January; for the Navy, the reduction was about 30 per cent, for the Air Force almost 50. The freeze on construction contracts is not causing any cutback and little delay in the award of interior department reclamation jobs, however.

ELECTRICAL CONTRACTORS' PROMOTION • The National Electrical Contractors Association began its $500,000 national advertising and promotional campaign last month. The campaign theme: it pays to do business with NECA-member "qualified contractors." The campaign will run until the end of the year. Finances are being handled by the national organization, which has headquarters in Washington, and each of the 104 local chapters.

(Washington, D.C.—April 3, 1953)

NO ACROBATICS in lamp changing with—

APPLETON V-51 VAPORTIGHT FIXTURES

WITH MALLEABLE IRON BODIES

100 WATT OR 150/200 WATT UNITS

Change lamps at the work bench!

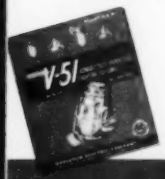
Here's a vaportight lighting fixture that sets a new high in safety, efficiency, ease of installation and maintenance! In the V-51, an exclusive "Unit Assembly" combines receptacle, globe and guard in a *single unit* . . . instantly detachable—without tools—for relamping or cleaning.

Reflector is quickly attached or removed—thanks to exclusive neoprene rubber ring suspension. Shock-absorbing socket in "Unit Assembly" permits the use of standard type lamps.

The new V-51 line includes 18 different types of rugged malleable iron bodies for pendent, ceiling or bracket mounting. *Complete interchangeability of parts* permits the assembling of 256 complete fixtures, using only 32 basic components!

Malleable Iron Fixture Body ½" or ¾" Hubs
APPLETON
Neoprene Rubber Ring Attachment
One of Four Reflector Styles Baked Porcelain Enamel Finish
APPLETON
Patent Applied for
Exclusive Unit Assembly (Receptacle—Globe Guard)

Write for Bulletin 5-A containing complete details on the new Appleton V-51 Convertible Vaportight Fixture.



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OUTLET BOXES AND SWITCH BOXES

INDUSTRIAL LIGHTING EQUIPMENT

EXPLOSION-PROOF FITTINGS & FLEXIBLE

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. . . for easier bending . . . for easier threading . . . for better installation . . . for more profits . . .

SPANG Conduit gives you these advantages because it is made of top-grade, quality-controlled steel, formed under exact heat conditions and inspected constantly during manufacture.

The care that goes into the manufacture and delivery of SPANG Conduit right up through the time it arrives at your distributor's makes SPANG a real quality-controlled product. When you ask for SPANG, you get a top-flight product . . . clean, workable, with years of dependable service built into it.

Ask any electrical contractor about SPANG Conduit—he'll tell you *why* SPANG is better!

CENLACO . . .

hot dipped and lacquered rigid steel conduit, easy to work and bend . . . exceptional corrosion-resisting properties. Couplings hot dipped zinc coated with electro-galvanized threads.

SPANG EMT . . .

lightweight steel tubing with the new SPANGLEAM electro-galvanized exterior finish for better appearance and the new interior coating of resinous lacquer compounded with Zirconium for easy wire pulling, assured grounding and corrosion resistance. Easy to cut, bend and install.

CENTRAL BLACK . . .

Black enamel rigid steel conduit, easy to work and bend . . . surfaces will not crack, chip or flake under the most severe bending strains. Couplings pickled before application.

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Electro-galvanized rigid steel conduit, easy to work and bend . . . interior coating of black enamel assures a smooth surface, making an ideal raceway for easy wire pulling.

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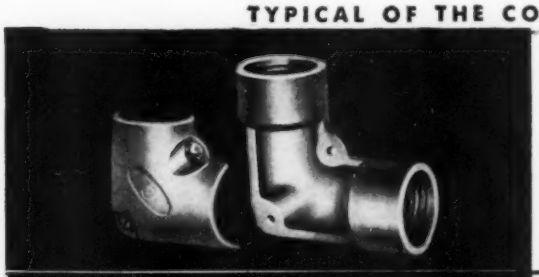
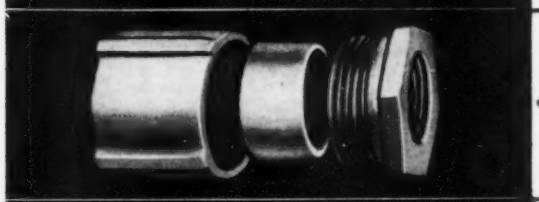
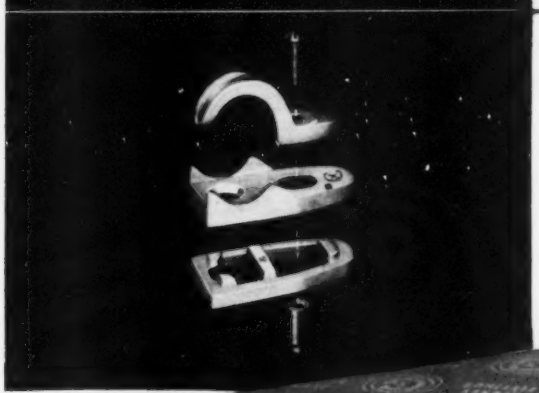
TYPICAL OF THE COMPLETE GEDNEY LINE ARE:



Corner Pull-In Elbows in ½", ¾" and 1" sizes. Ideal for space-saving, machine wiring, easy wire pulling. Cadmium plated.



3-Piece Conduit Couplings in a large range of sizes from ½" to 6". Cadmium plated.



One-Hole Pipe Straps, Clamp Backs, and the handy new Gedney Nest Backs. These supplementary spacers nest firmly behind the Clamp Backs — use as many as you need to hold pipe at desired distance from wall. Hot dip galvanized to prevent corrosion.

GEDNEY FITTINGS FIT

GEDNEY
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Foundry, Factory and Shipping Point: Terryville, Conn.

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1. Sylvania Starters are now fully guaranteed for an entire year to give highest performance or your money back.
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Every Sylvania Starter has its own condenser, the best Glo-Bottle and best bi-metal contact in material and design. Manufactured in the newest and most modern Starter plant in the U. S. For further information, call your Sylvania Representative or write to: Sylvania Electric Products Inc., Dept. 3L-2604, 1740 Broadway, New York 19, N. Y.

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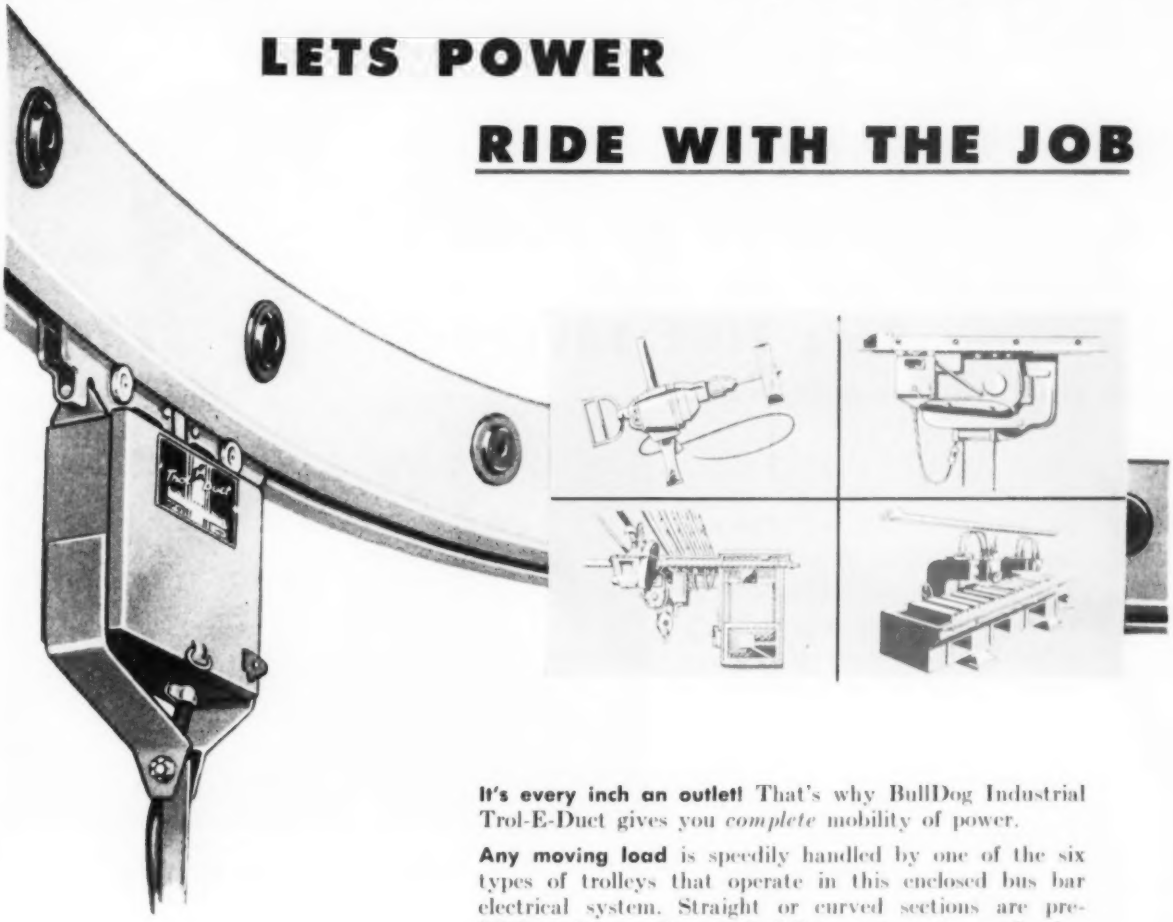
LETS POWER

RIDE WITH THE JOB



It's every inch an outlet! That's why BullDog Industrial Trol-E-Duct gives you *complete* mobility of power.

Any moving load is speedily handled by one of the six types of trolleys that operate in this enclosed bus bar electrical system. Straight or curved sections are prefabricated . . . fit any building contour or production line design.

Completely reusable, Industrial Trol-E-Duct brings you substantial production gains because it practically eliminates "downtime." Trolleys can be removed and replaced without current shut-down . . . no sagging wire conductors to halt production for maintenance. There's no more time wasted hunting for a free outlet . . . no more messy, dangerous extension cords.

Industrial Trol-E-Duct is another thoroughbred BullDog product designed to give you matchless economy with highest efficiency and flexibility. Write today for free Bulletin IT-655. BullDog Electric Products Company, Dept. WH-43, Detroit 32, Michigan. ©BEPCO

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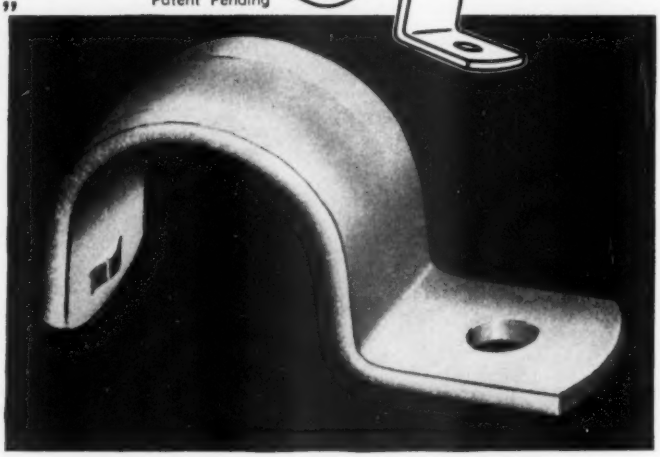
Build SALES—Build profits for you!

Blackhawk Industries FITTINGS

B-I's TIME SAVING SNAP STRAP

"the strap with the built-in bump"

Patent Pending



Faster installations, more profit for your customers, more sales for you when you sell Blackhawk Industries' Snap Strap. The exclusive self-holding feature eliminates fumbling, makes difficult jobs easier. Heavy gauge steel, zinc plated after fabrication. Available in a wide range of sizes for both rigid and thin wall applications.

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Fits up to ½" beam flange

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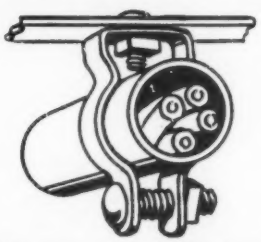
B-I CONDUIT HANGERS



For straight runs . . . no offsetting into boxes

Designed by Blackhawk to save contractors valuable labor in overhead installations. Carriage bolt-locks tighten with one tool. May also be used with stove bolt. Made of heavy gauge steel overlaid with zinc after fabrication.

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The DUTCH BRAND Insulating Foursome

DUTCH BRAND Friction Tape

Here's a friction tape that is an "old timer" in the electrical field. Known and proven a quality product for over forty years. It does not fray . . . it is strong . . . has correct adhesion . . . makes firmly held joints and has long life on the job.

Its dielectric strength is 2000 volts for a single thickness. It costs no more to have this top quality . . . ask for DUTCH BRAND.

DUTCH BRAND Plastic Tape

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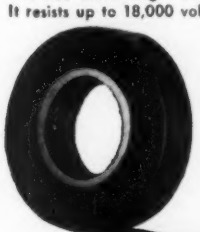

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BE SURE TO STOCK AND SELL ALL FOUR

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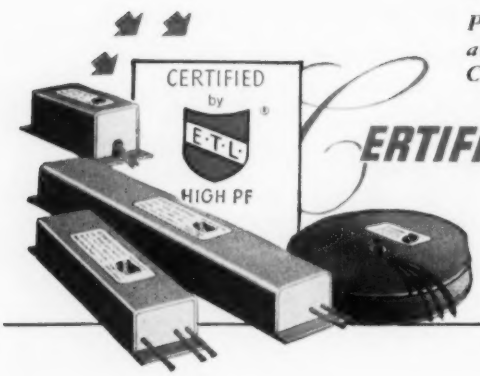
Architects, engineers, fixture manufacturers, contractors and distributors alike know that CERTIFIED BALLASTS assure—

Full Lamp Life **Rated Light Output** **Long Ballast Life**

CERTIFIED BALLASTS are made by 10 leading manufacturers to precise specifications, then tested by Electrical Testing Laboratories, Inc., which certifies they conform to these high standards.

Write for complete information on the types of CERTIFIED BALLASTS available from each participating manufacturer.

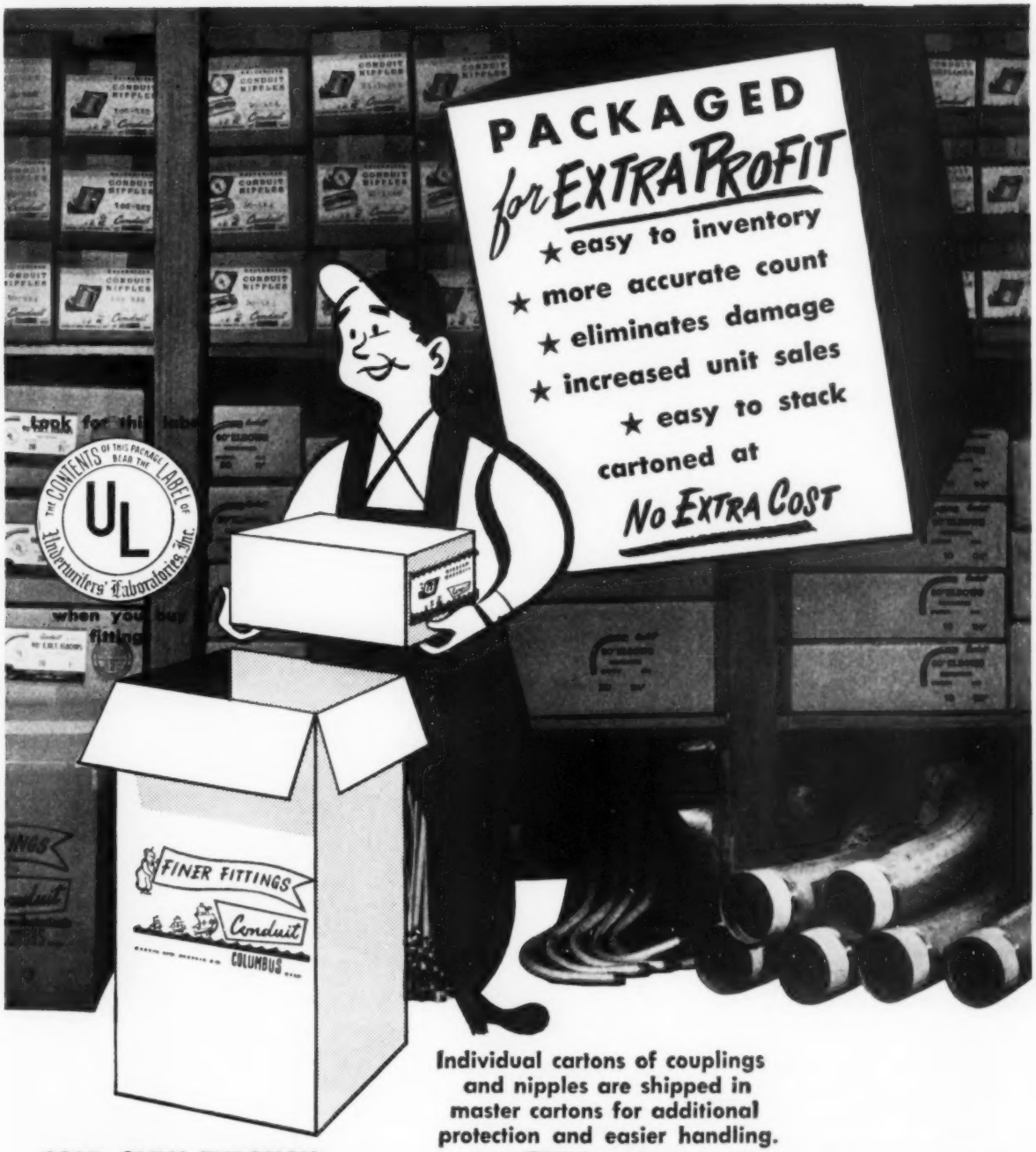
Participation in the CERTIFIED BALLAST program is open to any manufacturer who complies with the requirements of CERTIFIED BALLAST MANUFACTURERS.



CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO



Individual cartons of couplings and nipples are shipped in master cartons for additional protection and easier handling.

SOLD ONLY THROUGH RECOGNIZED WHOLESALERS

Conduit of COLUMBUS

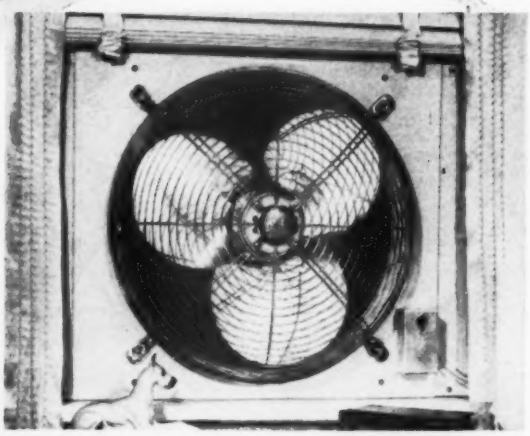
CONDUIT PIPE PRODUCTS CO., COLUMBUS, OHIO

PIPE COUPLINGS • PIPE NIPPLES • ELBOWS, RIGID & E.M.T.
RUNNING THREAD • GOOSENECKS • WALL PLATES

sell DIEHL
1953 FANS
keep profits breezing along all-year round

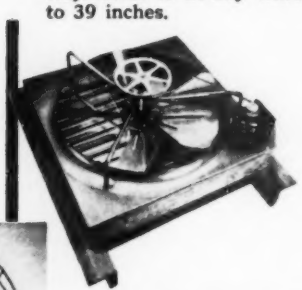
TABLE AIR CIRCULATOR
It's a Table—It's a Fan

Whatever the weather—whatever the season—the new Diehl Table Air Circulator provides year-round comfort. Its dual utility wins wide appeal. Unique and distinctive, it's an eye-catcher—a natural all-year-round sales leader!

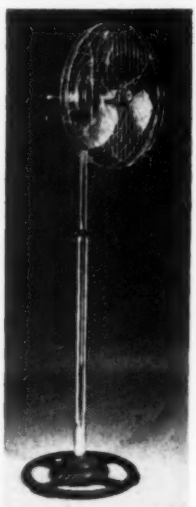


NEW ELECTRICALLY REVERSIBLE
20-INCH WINDOW-TYPE VENTILATOR

Be first with Diehl's new Window-Type Ventilator—it's electrically reversible. One switch controls both ON and OFF, and two speed IN or OUT air flow. Stale air OUT—fresh air IN—at the flick of a switch. Adjustable to fit any window width from 27 inches to 39 inches.



PACKAGE UNIT QUIET
ATTIC VENTILATORS
24-Inch, 30-Inch and
36-Inch Sizes



start now...

Start now—display—advertise—demonstrate—talk fans. Diehl helps you sell—get the new 1953 fan promotion aids—they're yours for the asking. *Catalogs • Envelope Stuffers • Newspaper Mats • Manuals • Displays • Posters • Window Decals • Display Cards.*

POPULAR AND QUIET MODELS
DESK AND BRACKET FANS
10, 12, and 16-Inch

AIR CIRCULATORS
24-Inch Oscillating and 24 and
30-Inch Non-Oscillating Floor,
Counter, Wall and Ceiling Models

Other DIEHL FANS you can Sell with Profit

Kitchen Ventilators
Pedestal Fans
Exhaust and Ventilating Fans
A size and type for every need.

Diehl

DIEHL MANUFACTURING COMPANY
Electrical Division of
THE SINGER MANUFACTURING COMPANY
FINDERNE PLANT • SOMERVILLE, N. J.

Well balanced warehouse stocks carried in:

District Offices: Atlanta • Baltimore • Boston • Chicago • Detroit • New York • Philadelphia • Worcester

Night Games are the TREND!

LIGHT UP WITH Revere

ELECTRIC MFG. CO. CHICAGO, U.S.A.

FLOODLIGHTS from 150 to 5000 Watt

REVERE Enclosed Floodlights are subjected to a "rain test" . . . your assurance that they are absolutely weatherproof. Another BIG advantage with REVERE Floods is that they are designed for easy wiring, easy installation and safe, easy maintenance.

BIGGER GATE FOR THE CLUB— VOLUME SALES FOR YOU

With restrictions off, floodlighting for nighttime sports is a major market for electrical distributors. They can garner this business by working with the architect as well as the contractor . . . promoting nighttime play which brings in a bigger gate.

For years the REVERE organization has done an all-out job of producing floodlights, poles and other lighting equipment designed for nighttime sports. The result of this specialization has gained recognition for REVERE as the leader in this field of lighting.

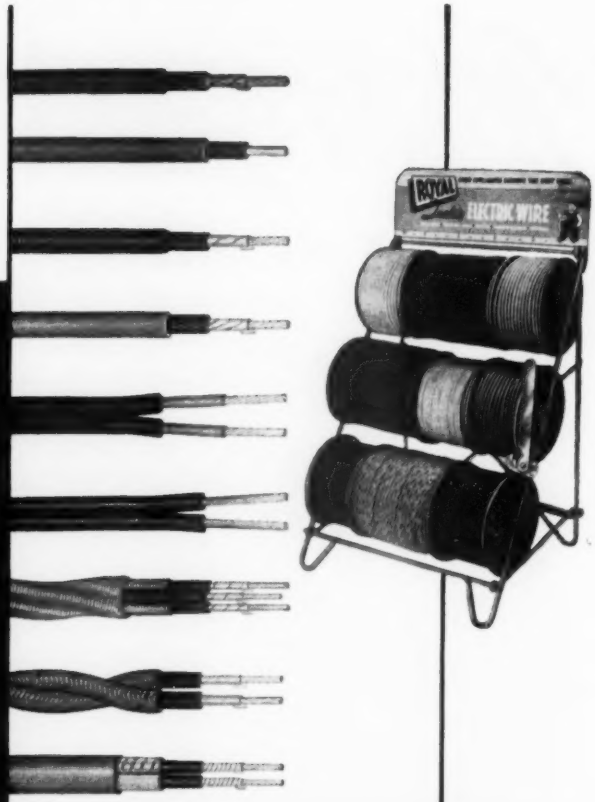
For qualified, friendly assistance in planning a Sports Lighting project consult us. "NEMA" Layouts coupled with REVERE engineering in a package deal await your call.

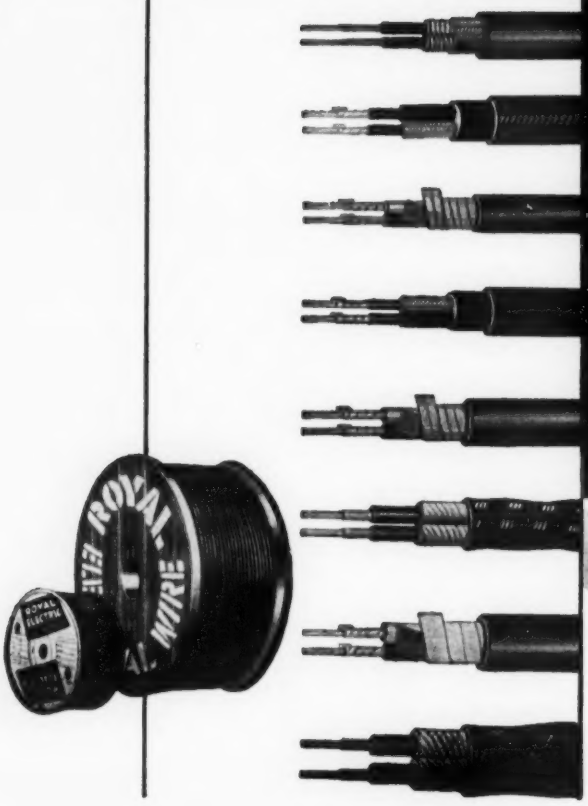
REVERE ELECTRIC MFG. CO.
6011 Broadway • Chicago 40, Illinois

WE COVER THE FIELD WITH A COMPLETE LINE OF . . . SERVICE STATION • AIRPORT • SPORTS • STREET • OUTDOOR THEATRE • MARINE AND INDUSTRIAL LIGHTING EQUIPMENT

ROYAL ELECTRIC WIRE

has earned
the confidence
of users everywhere
by uniform
DEPENDABILITY





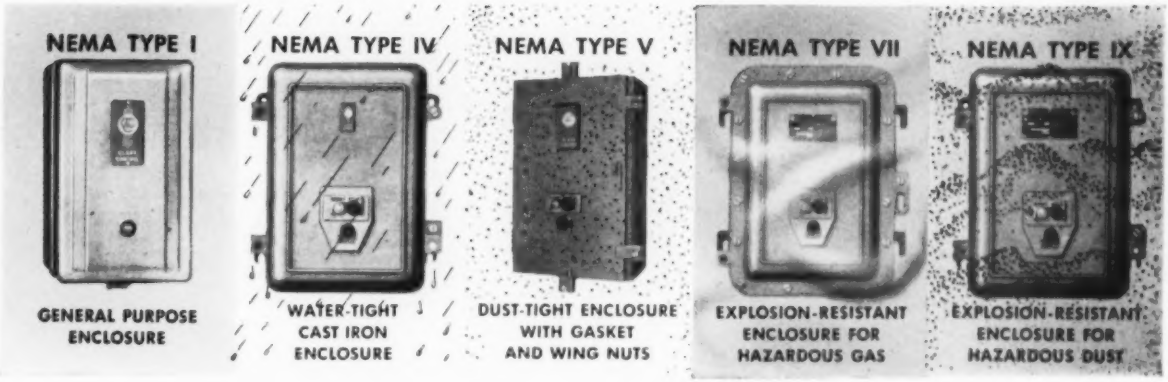
BUY IT
for quality...
SELL IT
for profit!

ROYAL

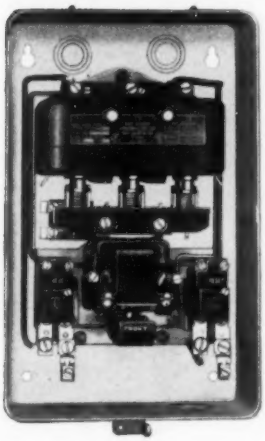
thru wholesalers

Quality ELECTRIC WIRES
FUSES • WIRING DEVICES
CORD SETS • TROUBLE-LITES
CHRISTMAS LIGHTING

ROYAL ELECTRIC CO., Inc. • PAWTUCKET, R. I.



for every operating condition
use CLARK TYPE "CY" STARTERS

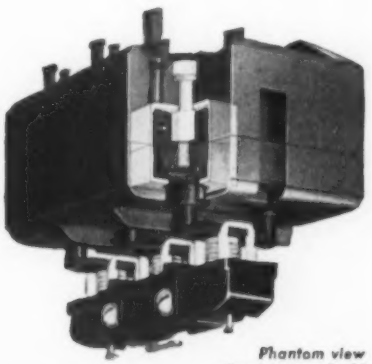


In every industry, including those where hazardous atmospheres prevail, CLARK TYPE "CY" STARTERS are giving utmost satisfactory service.

The incomparable new multi-turn magnetic blowouts combined with twin-break contacts, and the rest of the operating mechanism, are enclosed in types of cabinets to protect against adverse conditions or dangerous atmospheres.

Type "CY" starters, Sizes 2 and 3, employ an entirely new principle of arc interruption. The arc is extinguished by the effect of the blowout coil, concentric with the contact. The magnetic field quenches the arc either by lengthening or confining it. In its forced rotation it moves continually from a hot to a cold spot—minimizing burning or pitting of contacts. The ingenious design of the arc chamber prevents carbonization and the accumulation of hot gases between wiring terminals—minimizing phase-to-phase failures. Sizes 0 and 1 use the same general mill type construction as the larger sizes.

- **No filing, dressing or cleaning of contacts!**
- **No tools necessary to inspect contacts!**
- **Easy to change moving contacts!**
- **Stationary contacts changed quickly!**
- **Remove only two screws and one pin to change coils!**
- **Remove only four screws to take out stationary magnet frame!**
- **Power circuit contacts available with springs in complete packaged service kits for ease in stocking!**



Phantom view showing Arc-shield

***You'd better try* CLARK TYPE "CY"**

ENGINEERED ELECTRICAL CONTROL

THE CLARK CONTROLLER CO.

1146 EAST 152ND STREET, CLEVELAND 10, OHIO

FOR USE IN FOUNDRIES, STEEL MILLS, SHOPS, FACTORIES, GYMNASIUMS AND OTHER HI-BAY AREAS

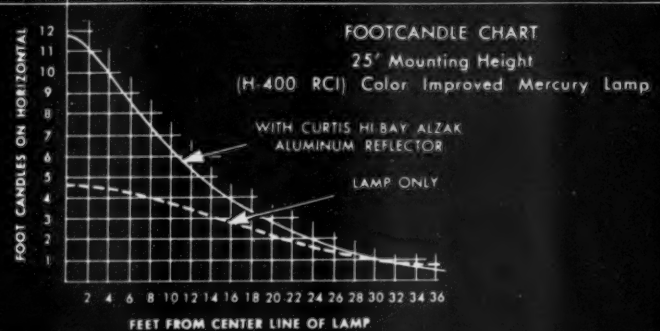
Die-cast Socket Housing

Ventilated to permit lamp operation at recommended temperatures . . . longer lamp life.

Alzak Aluminum Housing prevents moisture from coming in contact with lamp . . . eliminates lamp breakage.

Alzak Aluminum Housing incorporates "flared reflector skirt" which redirects to the working area 30% to 40% of the light of the mercury lamp which is normally wasted in upper areas.

NEW CURTIS HI-BAY R LAMP UNITS


FOOTCANDLE CHART
25' Mounting Height
(H-400 RCI) Color Improved Mercury Lamp
WITH CURTIS HI-BAY ALZAK ALUMINUM REFLECTOR
LAMP ONLY
FOOT CANDLES ON HORIZONTAL
12 11 10 9 8 7 6 5 4 3 2 1
2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36
FEET FROM CENTER LINE OF LAMP

WRITE FOR BULLETIN No. 2424

CURTIS LIGHTING, INC.

6135 West 65th Street, Chicago 38, Illinois

INCREASE CORD SALES... BOOST PROFITS WITH THIS SALES-WINNING COMBINATION

MOLD-CURED HAZACORD®...

the toughest, longest-lasting flexible cords ever made!

Here's a line of greatly improved flexible cords that we know to be the sturdiest, most dependable ever manufactured.

Your customers can forget the headaches of constant cord failure on portable tools and equipment. Because when we developed HAZACORD we took the toughest kinds of operations and figured how and where they caused a cord to break down. *Then we did something about it!* The result is HAZACORD... portable cords that will last longer, perform better, save money, even under the toughest possible conditions.

Dependable insulation... flexible conductors ...strong laterals—all encased in a rugged sheath that's been cured in a metal mold. That's why HAZACORD survives everyday use despite oil or grease, heat or flame, abrasion, moisture or mechanical damage.

...and a complete, hard-hitting

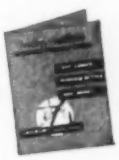
advertising and sales promotion program to help you sell 'em!

Soon we're going to fire the opening gun in a promotional campaign that will cover every type of industry in your area. Throughout this campaign your customers will be urged to buy HAZACORD through you.

DIRECT MAIL CAMPAIGN—Five mailings at regular intervals throughout the Spring, will tell your customers all the facts on HAZACORD.

ENVELOPE STUFFERS—Colorful, attractive envelope stuffers are available to you, for distribution to your own mailing list.

NEW HAZACORD CATALOG—Two-color catalog, fully illustrated, gives complete HAZACORD sizes and specifications.



NATIONAL ADVERTISING—A series of full-page color advertisements in electrical magazines, plus engineering, contracting and mining papers as well.

For complete information write to Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

HAZARD

9874

Cooler Lighting... Cleaner Lighting... Longer Lamp Life...

This original ABOLITE idea starts automatic air circulation around the lamp and thru the ventilator slots of the ABOLITE reflector thus keeping lamp and reflector surfaces cleaner, longer. Lamp necks stay cooler to provide maximum lamp life.

ABOLITE is your *first choice* in lighting reflectors. First with new ideas — ventilator slots, all-white porcelain finish. First with practical features for easy installation—outlet box reflectors. First with the new designs for new type lamps — the Protecto-Shield for R-52 and R-57 lamps. There's an ABOLITE for every lighting requirement.

OUTLET BOX REFLECTOR
Available in both RLM and Shallow Dome designs.

JIFFY-LITE
No more unsafe "naked bulbs." Two piece socket and reflector form single lighting unit that screws into any socket. No tools needed. Low priced.

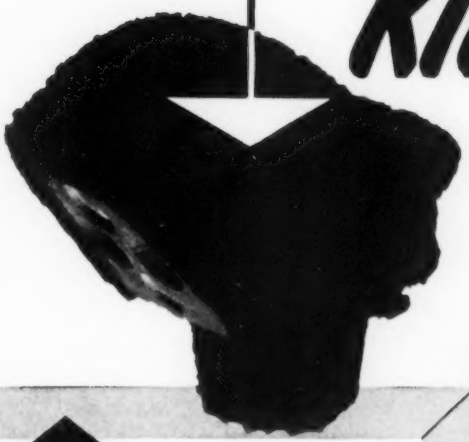
FLOOD LIGHTS
A complete line for every application from parking lots, railroad yards to sign lighting or sport fields.

ABOLITE Lighting DIVISION
THE JONES METAL PRODUCTS CO., West Lafayette, Ohio

SOLD ONLY THROUGH ELECTRICAL WHOLESALERS

RUST NEVER RESTS

KILLARK NEVER RUSTS



The "Red" enemy has taken his toll again. After ten years, exposure to a humid climate, this iron fitting displays all the signs of "rust-torture"—pitting, scaling, structural breakdown... signs of costly installation troubles in the near future.

Ten years—or twenty years—from now, this Killark Alumalloy fitting will still be offering safe, sure day-after-day service. Its smooth clear-through Alumalloy construction is mute testimony to the decades of reliable performance that lie ahead for every Killark installation.

install permanently with KILLARK Alumalloy Fittings and Fixtures

They'll Never Rust . . . Never Corrode!

Night and day rust is busy eating away at ordinary electrical installations—devouring years of future performance, consuming profits, creating costly breakdowns and lost time.

But Rust's relentless appetite can't harm Killark Fittings. They're made of exclusive Alumalloy—the 20th Century Metal. They can't rust—they won't corrode.

And there are many other *shining* examples of Killark superiority. For example: Alumalloy is satin-smooth inside and out... won't break under excessive strain... is safe and non-sparking... 60% lighter than iron... always produces a clean-cut, easy-to-install thread.

Killark Alumalloy Fittings Meet Government Specifications

K KILLARK ST. LOUIS Killark

"KILLARK—a Fitting Name to Remember"

ELECTRIC MANUFACTURING COMPANY

Vandeventer and Easton Aves. St. Louis 13, Missouri

SALES OFFICES and WAREHOUSE STOCKS	Atlanta	69 Mills Street, N. W.	Dallas	1901 Griffin Street	Philadelphia	2014 Chancellor St.
	Boston	156 Purchase St.	Denver	1073 Galapago	Pittsburgh	50 26th St.
	Buffalo	18 Quay St.	Detroit	8319 Mack Ave.	San Francisco	140 Spear St.
	Chicago	564 West Adams St.	Los Angeles	412 Seaton St.	Seattle	4130 First Avenue South
SALES OFFICES	Baltimore	11 W. 25th St.	Columbus	2700 E. Main St.	Minneapolis	924 Andrus Bldg.
	Cincinnati	49 Central Ave.	Kansas City, Mo.	616 W. 26th St.	New York	600 W. 181 St.

Why let your customers take a big chance for a few cents?

NATIONAL ELECTRIC

A·B·C CABLE

offers unequalled low-cost protection of their installation and their reputation

Up-to-date builders and electrical contractors

don't gamble. Sure, they want to hold construction costs to a minimum, but they know it's foolish to cut corners on wiring for a few cents and take a chance on fire hazards and high repair and maintenance bills. Their reputation is at stake.

That's why so many distributors recommend STEEL CLAD WIRING SYSTEMS of ABC CABLE for contractors' and builders' installations.

They've learned that Steel Clad Wiring Systems provide:

Protection against shock. Steel raceways are completely grounded systems.

Protection from external mechanical damage to prevent time-consuming breakdowns.

Protection against moisture.

Protection against corona cutting and breakdowns on high voltage work.

Protection against fire hazards.

Protection against tampering.

ABC provides these extra features

DILEC SAFECOTE
—insulated wires, flame retardant, moisture resistant, easy-to-strip.

ANTI-SHORT BUSHING
—protects wires from outer edges.

DOUBLE PATHS TO GROUND
on Sizes No. 14 and No. 12—(1) Flat grounding strip for continuous low-resistance path (2) Armor with "bond-hook" channel construction assures positive ground.

And they've found by experience that National Electric ABC CABLE CUTS BUILDING WIRING COSTS

ABC—complete, ready-to-use—is the fastest steel clad system to install.

ABC is easiest to handle . . . easy to install.

ABC wire and raceway are installed together.

ABC is one piece outlet to outlet.

ABC requires no special tools . . . no threading . . . no coupling and causes no waste.

Don't let your customers take a big chance for a few cents—recommend safe wiring systems that offer the best protection, security and permanence—Steel Clad Wiring Systems of National Electric.

Listed by the Underwriters' Laboratories Inc. and sold through leading electrical wholesalers.

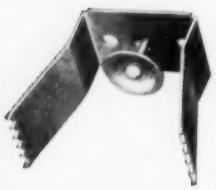
EVERYTHING IN WIRING POINTS TO

National Electric Products

PITTSBURGH, PA.

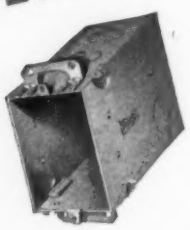
3 Plants • 7 Warehouses • 34 Sales Offices

Our Very Own!



SBS—Strong, secure mounting in all kinds of wall materials. Can be pulled tighter at any time.

The Raco line of switch and outlet boxes is much more than an unusually complete line, designed to meet every need and preference in its field. Almost every item (like the four examples shown) has some special feature, Raco engineered to make that unit just a little better than run-of-the-mill merchandise. That's why Raco is the line to stay with.



RDD—3½" deep boxes for modern tile or block walls. 1½" deep boxes for "thin-wall" partitions.

40-X—Especially for remodeling work. Conductors run under new furred-out walls. No disturbing old outlet.

4" Square Covers—New unique mounting hole arrangements. Covers mount horizontally, vertically without removing screws.

You can always rely on RACO

Attend the 45th Annual Convention NAED
See us at booth No. 41

RACO

ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois

"A BOX FOR EVERY NEED"

EASY

TO BEND . . . flexible and strong

TO CUT on the job

TO HANDLE . . . free stripping

COLUMBIA

A.B.C. Armored Cable

The Safe, Economical, Grounded, Steel Covered Wiring System

Flexible, strong and easy-to-handle, Columbia A.B.C. Armored Cable is galvanized to resist corrosion. Rubber covered conductors mean safe, dependable wiring. And, Columbia gives you the kind of service that keeps your jobs "on-schedule."

Approved by Underwriters Laboratories

Columbia CABLE & ELECTRIC CORP.

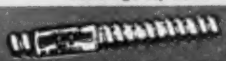
Serving the Electrical Wholesaler Since 1912

255 Chestnut St. **Brooklyn 8, N. Y.**

Sales Representatives in Following Cities:

Atlanta, Ga.
Boston, Mass.
Chicago, Ill.
Dallas, Tex.
Denver, Colo.
Detroit, Mich.
Glassport, Pa.
Los Angeles, Calif.
Minneapolis, Minn.
New York, N. Y.
Philadelphia, Pa.
Portland, Ore.
St. Louis, Mo.
San Francisco, Calif.
Seattle, Wash.
Thornwood, N. Y.

NON-METALLIC SHEATHED CABLE



FLEXIBLE STEEL CONDUIT

E. M. T.

A.B.C. ARMORED CABLE

EXPLOSION-PROOF and DUST-TIGHT

PYLETS®

FOR HAZARDOUS LOCATIONS

For added safety in hazardous locations specify from this rapidly expanding quality line of explosion-proof and dust-tight Pylets which the Pyle-National Company is constantly developing to meet the growing needs of industry.

All explosion-proof and dust-tight Pylets are designed in accordance with Underwriters' Laboratories requirements and are classified in their list of approved electrical appliances for hazardous locations as defined in Article 500 of the National Electrical Code.

The substantial construction and high quality of materials and workmanship insures added safety, uninterrupted service and long life.

Consult your Pylet Catalog 1100 for complete listings of Explosion-Proof and Dust-Tight Pylets sold through electrical distributors.

SINCE 1897

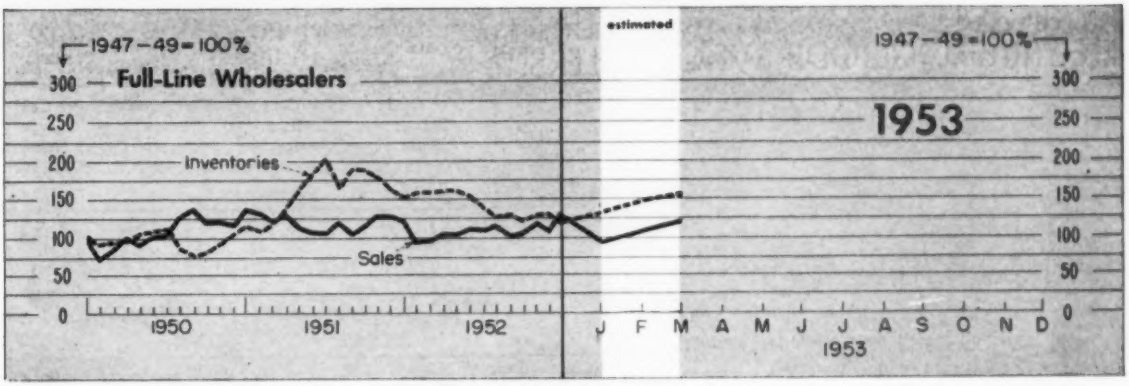
THE PYLE-NATIONAL COMPANY

1352 NORTH KOSTNER AVENUE, CHICAGO [illegible], ILLINOIS

District Offices and Representatives in Principal Cities of the United States
Export Department: International Railways Supply Co., 30 Church St., New York
Canadian Agent: The Holden Co., Ltd., Montreal

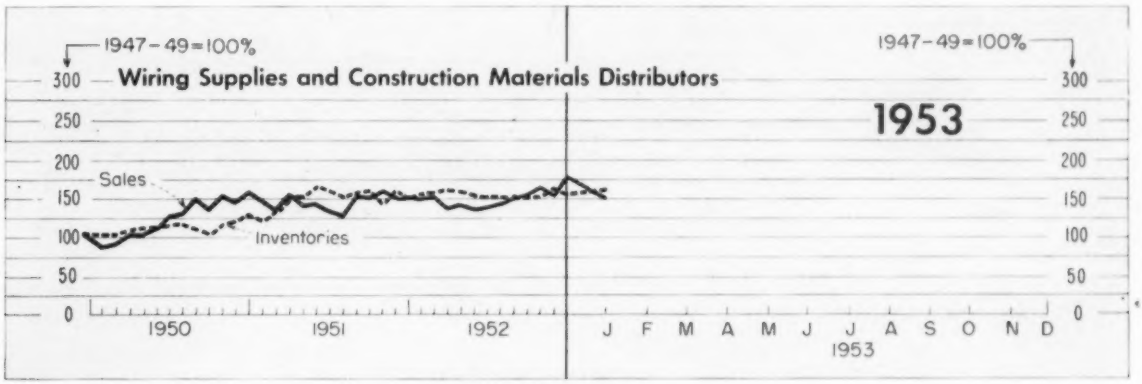
PLUGS AND RECEPTACLES • FLOODLIGHTS • TURBO-GENERATORS • GYRA[illegible]

Business Index: NATIONAL PICTURE



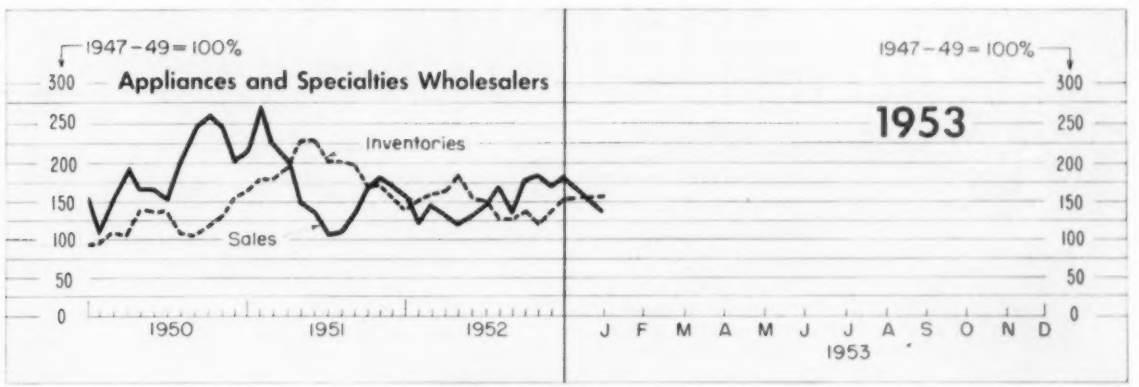
INDEX (above)

	Jan. 1953	Dec. 1952	Jan. 1952	Jan. 1951	Jan. 1950
Sales	97.0	130.5	96.0	130.9	74.6
Inventories	131.0	121.9	160.3	113.1	89.3



INDEX (above)

	Jan. 1953	Dec. 1952	Jan. 1952	Jan. 1951	Jan. 1950
Sales	150.1	179.1	150.3	149.9	88.2
Inventories	163.0	157.8	157.1	123.1	101.9



INDEX (above)

	Jan. 1953	Dec. 1952	Jan. 1952	Jan. 1951	Jan. 1950
Sales	138.2	182.5	121.9	265.4	114.7
Inventories	157.0	152.5	154.0	176.4	93.8

SOURCE: Index positions as determined by ELECTRICAL WHOLESALING are based on dollar sales and inventories reported to the Bureau of the Census. February-March projection is by this publication.

Business Index: REGIONAL ANALYSIS

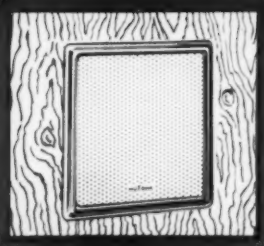
ELECTRICAL GOODS WHOLESALERS
JANUARY 1953

	Sales		Inventories	
	Per Cent Change From Dec. 1952	*Per Cent Change From Jan. 1952*	*Per Cent Change From Dec. 1952*	*Per Cent Change From Jan. 1952*
NEW ENGLAND				
Full-line	−24	−8	+3	−25
Wiring supplies and construction materials	−14	−12	−1	−4
Appliances and specialties	−28	+5	−6	−5
MIDDLE ATLANTIC				
Full-line	−26	−3	+5	−25
Wiring supplies and construction materials	−13	−10	+4	+7
Appliances and specialties	−30	−10	+8	−12
EAST NORTH CENTRAL				
Full-line	−27	+1	+9	−16
Wiring supplies and construction materials	−26	−15	+8	+14
Appliances and specialties	−32	+35	−8	−3
WEST NORTH CENTRAL				
Full-line	−26	−1	+9	−20
Wiring supplies and construction materials	−9	+24	+4	+6
Appliances and specialties	−20	+13	+4	−19
SOUTH ATLANTIC				
Full-line	−26	−3	+7	−10
Wiring supplies and construction materials	−7	−7	+1	−11
Appliances and specialties	−6	+8	+8	+23
EAST SOUTH CENTRAL				
Full-line	−15	+26	+10	−3
Wiring supplies and construction materials	−4	−16	−2	+19
Appliances and specialties	−20	+10	+9	+5
WEST SOUTH CENTRAL				
Full-line	−22	+19	+4	−10
Wiring supplies and construction materials	−4	−16	−2	+19
Appliances and specialties	−20	+10	+9	+5
MOUNTAIN				
Full-line	−29	+18	+14	−14
Wiring supplies and construction materials	−8	+7	....	....
Appliances and specialties	−30	+46	+12	+22
PACIFIC				
Full-line	−28	+9	+6	−16
Wiring supplies and construction materials	−25	+11	+2	+10
Appliances and specialties	−17	+58	0	+2

Source: Bureau of the Census

NUTONE'S K-15 ... the Biggest NEW Idea

IN THE CHIME INDUSTRY!



MOUNTED FLUSH IN WALL

... OR SURFACE MOUNTED

2-WAY DISPLAY
Ready to plug in anywhere. Only 12" wide

Design and Mechanical Patents are Pending.

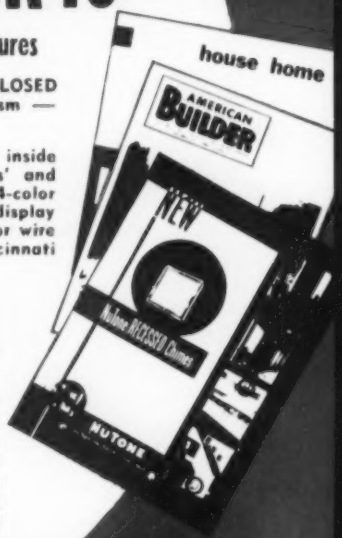
New NuTone RECESSED Chime..K-15

CONTEMPORARY DESIGN . . . In Keeping with Recessed Lighting Fixtures

BUILDERS ASKED FOR IT!—ARCHITECTS DESIGNED IT!—And it was an instant hit at the National Home Builders Show in Chicago! Now NuTone's Model K-15 Recessed Chime is ready to make money for you and your dealers!

Nothing else like it . . . the NuTone K-15 Recessed Chime blends with any decoration. NEW rugged BOX TYPE construction —easier to install. NEW DOUBLE RESONATION—for louder tone. NEW ENCLOSED POWER UNIT — protects mechanism — ONLY $9.95 list.

Powerful 4-color advertising on inside covers of leading national builders' and architects' magazines. Dramatic 4-color metal counter displays. Special display assortments for your dealers. Write or wire —NUTONE, INC., Dept. EW-4, Cincinnati 27, Ohio.



VENTILATING FANS DOOR CHIMES
NUTONE
ELECTRIC CEILING HEATERS

SPECIAL DISPLAY OFFER

NuTone, Inc.,
Dept. EW-4, Cincinnati 27, Ohio
Rush FREE details of special NU-15 Display Assortment.

Name .....
Firm ..... Title .....
Address .....
City ..... State .....

SHIPMENT FROM STOCK

GET IMMEDIATE DELIVERY BY ORDERING

Acme Electric

DRY TYPE TRANSFORMERS

Since tripling our dry type transformer production space and installing additional production facilities, we have been planning for "Shipment from Stock" delivery.

Effective now, Acme Electric single phase, 60 cycle dry type transformers up to 50 KVA will be shipped from stock. Transformers above 50 KVA can be shipped promptly and eventually these larger sizes too, will be stock items.

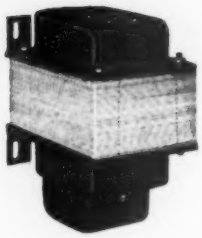
The exception to this plan will be of course the eventuality that an influx of orders for a single size may temporarily deplete the warehouse stock of that size, but in that case, delivery will still be made within a matter of a few weeks.

As long as our suppliers can continue to maintain their delivery schedules in accordance with our production plans, we can supply Dry Type Transformers from stock.

ACME ELECTRIC CORPORATION
674 WATER ST. CUBA, N. Y.

Acme Electric

IN CANADA: **ACME ELECTRIC CORPORATION, LTD.**
50 North Line Rd. • Toronto, Ont., Canada

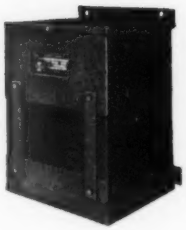


LESS THAN 1 KVA

Delivery from Stock 240/480 volt primary 120/240 volt secondary

1 KVA THRU 2 KVA

Delivery from Stock 240/480 volt primary 120/240 volt secondary



3 KVA THRU 10 KVA

Delivery from Stock 240/480 volt primary 120/240 volt secondary Indoor Outdoor Type

15 KVA THRU 167 KVA

240/480 volt primary 120/240 volt secondary

3 PHASE TRANSFORMER DELIVERIES

480 volt primary, 208Y/120 volt secondary 9 to 45 KVA in stock. Three phase not in stock 8 - 10 weeks delivery

600 VOLT DELIVERIES

600 volt primary approx. 4 - 6 weeks delivery

2400 VOLT DELIVERIES

2400 volt primary approx. 6 - 8 weeks delivery

Here's the whole POINT of our story!

. . . that BLACKBURN Copper-Bonded Ground Rods Assure You Efficient, Permanent Grounding

BLACKBURN *Copper-Bonded* GROUND RODS

They are completely covered, including each end, with a heavy uniform coating of pure copper, molecularly bonded, to fully protect the steel-core. (See small illustration) For ease of driving, they have a hard drawn, rigid steel core, and are rolled-finished to produce a hard scar-resistant surface.

BLACKBURN Ground Rods are stocked by leading wholesalers, who are backed by a stable, dependable factory source, strategically located in the Middle West, for quick shipments to all parts of the country — **Insist on BLACKBURN.**

JASPER BLACKBURN CORPORATION

35 Madison St., St. Louis 6, Mo. — Phone CEntral 3007

Distributed on the West Coast by KORTICK Manufacturing Co.

In electrical installations *where QUALITY counts* use CONDULETS*

Quality does count in practically every electrical conduit installation that you make. When you use CONDULETS you know that you are putting in electrical equipment of the highest quality, because CONDULETS have been doubly tested . . . in the factory and in the field.

Crouse-Hinds quality control assures a long-lasting product and field records prove it by the test that only time can give. Thousands of CONDULET installations are still in tip-top condition after twenty, thirty, or even more than forty years of dependable service.

The illustration at the right shows four of Crouse-Hinds' basic quality features that are common to all CONDULETS. The fifth, Wedge Nut Fasteners, is an exclusive Crouse-Hinds feature that has made Obround CONDULETS preferred by electricians everywhere.

1. **Taper tapping.** Condulet threads are taper tapped to match tapered conduit threading. Makes a rigid joint that will not loosen. This assures permanent ground continuity . . . important for safety.
2. **Integral bushing.** A smooth rounded surface protects wire insulation.
3. **Material.** Feraloy . . . a special alloy that is strong and tough, resists corrosion, and gives sharp, full threads
4. **Finish.** A triple treatment provides long-lasting protection . . . exceeds Federal and U. L. specifications.
5. **Wedge Nut cover fastener.** Clear cover opening . . . no projections. No loose parts . . . Wedge Nuts and screws self-retained. No screw holes to align.

More than 15000 items are listed in the Condulet Catalog including a complete explosion-proof and dust-tight line for use in hazardous locations.

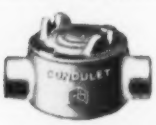
On your next job, use CONDULETS . . . they're made right to last longer.

**CONDULET is a coined word registered in the U. S. Patent Office. It designates a product made only by the Crouse-Hinds Company.*

Type EVA Explosion-Proof Lighting Fixture

Type ARE Arktite Receptacle Equipment

Type FS Condulet With Pilot Lamp Receptacle, Switch and Plug Receptacle



Type GUAC Explosion-Proof Junction Condulet

Type VC Vaportight Industrial Lighting Fixture

Type FLB Explosion-Proof Circuit Breaker Condulet

Type EPC Explosion-Proof Motor Starter and Circuit Breaker Condulet

A Nationwide Distribution Through Electrical Wholesalers

CROUSE-HINDS COMPANY
Syracuse 1, N. Y.

OFFICES Birmingham — Boston — Buffalo — Chicago — Cincinnati — Cleveland — Dallas — Denver — Detroit — Houston
Indianapolis — Kansas City — Los Angles — Milwaukee — Minneapolis — New Orleans — New York — Philadelphia
Pittsburgh — Portland, Ore. — San Francisco — Seattle — St. Louis — Tulsa — Washington.
RESIDENT REPRESENTATIVES Albany — Atlanta — Baltimore — Charlotte — Corpus Christi — Richmond, Va. — Shreveport
Crouse-Hinds Company of Canada, Ltd., Toronto, Ont.

CONDULETS · TRAFFIC SIGNALS · AIRPORT LIGHTING · FLOODLIGHTS

FOR REAL HELP TO SMALL BUSINESS

It is ironic that one of the first jobs of the Eisenhower administration, so widely, and erroneously, tagged as a "big business" administration, must be to go to the relief of small business. This is necessary because the preceding administration, while continually proclaiming its tender regard for small business, actually impaired gravely the ability of small business to carry on successfully. This it did in the necessary haste of devising an emergency tax program to finance rearmament and the Korean War. Now the new administration must revise this tax structure to give small business a chance to make its key contribution to an expanding American economy.

How Taxes Hurt Small Business

Since the outbreak of the Korean War, small business has been handicapped by two principal features of the emergency tax program:

1) Many small firms are unable to retain enough of their earnings to provide for expansion because these earnings are drastically limited by the excess profits tax.

2) Small companies have received a very small share of the tax concessions allowed by the federal government to encourage construction of defense facilities.

A small business that succeeds and hence grows is particularly hard hit by the excess profits tax. That tax, of course, applies to corporations having a net income of more than $25,000 per year. It results in taking up to 82 cents on every dollar of profit that the company earns above what is called an "excess profits credit." For most small companies the credit depends on what was earned in 1946-49. This creates an element of gamble and discrimination in determining the amount of tax to be paid. Time has proved that it is impossible to select a base period for the tax that is fair to all companies. A young company starting in 1946-49 is peculiarly vulnerable, as its earnings in that period were necessarily low. Even on modest earnings today, it would pay a high excess profits tax.

It is true that Congress wrote into the excess profits tax law provisions to lessen the impact of the tax on growing companies. However, none of these provisions in practice has given much relief to small business.

"Relief" Provisions Give Little Relief

Small firms rely almost entirely on retained earnings to provide funds for improving their plants and equipment. They get very little help from the provisions (1) that no more than 70 per cent of total profits can be taxed away, (2) that additional earnings are allowed on an increase of invested capital or (3) that growing companies are allowed a

rate of return on capital equal to the industry average.

Most large firms can obtain additional funds in the securities market. But small firms find it difficult to increase their capital by selling securities, since investors generally prefer the stocks or bonds of nationally known and seasoned companies. Few small companies, therefore, can reduce their tax burdens by increasing their invested capital, and few can meet their needs for equity capital if their rates of profit are no higher than those of the leading companies which generally set the average profit.

Small business has been equally at a disadvantage in the matter of accelerated depreciation for tax purposes. The government has encouraged a great expansion of our industrial plant, despite the very high rate of taxation on corporate earnings, by granting certificates of accelerated amortization on new plants built to support the defense program. These certificates allow business to charge off the cost of defense plants at a rapid rate. This decreases the earnings that are subject to taxes, and so increases the part of the earnings that may be retained in the business.

Growth is Stifled

But most of these tax concessions have been made to large firms especially equipped to handle the complex problems of defense production. Of the $12 billion of new facilities so far approved for fast amortization, only 11 per cent are for companies with less than 500 employees, although the share of such companies in the normal civilian business is about 30 per cent. In only 2 of 12 industries studied by the Small Defense Plants Administration were small firms receiving what was estimated to be a fair share of the total tax amortization awarded.

Because they are unable either to retain enough earnings after taxes or to step up their depreciation allowances, most small firms are unable to keep up in the race to expand and modernize plant capacity. The Small Defense Plants Administrator, in his report to Congress, emphasized that small companies have been unable to do their full part in the defense program for lack of capital.

The Council of State Chambers of Commerce recently published an eight-state survey showing widespread cutbacks of plans for new plants by small and medium-sized companies. According to this report, "high federal taxes enacted since the beginning of the Korean War appear to be placing an effective brake on the rate of industrial expansion in all the states surveyed and probably in the 48 states generally . . . It is principally the small and medium-sized companies whose growth is being stifled."

Some Ways to Help

The first step to relieve small companies should be to free them from the excess profits tax. The nation as a whole would be far better off if the excess profits tax were allowed to die as scheduled on June 30, since the tax promotes waste as it stifles incentives. It is quite possible, however, that the politics of tax reduction, as opposed to the economics, will prevent the elimination of the tax during 1953.

If the tax is extended, provision should be made for a much broader exemption to smaller corporations. If net income up to $100,000 a year, which in these days still constitutes small business, were exempted from the tax, the loss of revenue to the government would be about $175 million. This relatively small amount could easily be offset by an increase in employment and incomes if small business is freed from its financial strait jacket and allowed to expand. Careful attention should be given also to the possibilities of allowing a higher rate of return on the first $1 million of capital (roughly the amount it takes to provide 100 jobs) and of making special accelerated depreciation allowances to smaller firms. This is a matter so important that we shall return to it in a future editorial.

Relief for small business—relief from a financial paralysis that has kept it from playing its dynamic part as a growth element in our economy—would do much to give the lie to the notion that the Eisenhower administration is a "big business" operation. Much more important, it would be a long stride toward releasing the dynamic energies of many small businesses and businessmen to forward a continuing and expanding prosperity.

McGraw-Hill Publishing Company, Inc.

ANACONDA FORUM
for the Electrical Industry

THE IMPORTANCE OF
PRODUCTION METHODS ANALYSIS
IN INDUSTRY

by Robert G Ely, Vice President
The Connecticut Light and Power Company

LOWER production costs, always a major concern of industrial management, have, due to inflationary pressures during the past several years, become the vital element of survival in our competitive markets. Fortunately better production methods, coupled with enlightened depreciation practice that provides for prompt replacement of obsolescent productive equipment, enable our industrial customers to stay in the race. And fortunately, America's engineers are past masters at continually developing better production methods. The pioneering work of Dr. Frank Gilbreth in time and motion study laid the groundwork for a fascinating field of engineering encompassing the fundamentals of continued profitable operation in any industrial activity—that of Production Method Analysis.

FROM RAW MATERIAL TO FINISHED PRODUCT

Production Method Analysis studies the operation from raw material to finished product—the method of handling materials, the sequence of operations and their logical physical relationships, the individual operators and their activities. It also studies bottlenecks of production, such as poor or obsolete equipment, inadequate wiring with its consequent voltage problems and decreased production rates, inadequately trained personnel, or lack of proper tools. In short, Production Method Analysis breaks down apparently complex operations into their simple component parts. From such analyses and the subsequent use of modern, high-speed, automatic machines properly tooled and in proper sequence, along with effective materials handling and efficient personnel who know their jobs, comes the healthy industrial employer who is so vital to the well-being of the community and, incidentally, to the utility serving that community. And therein lies our very real interest in Production Method Analysis.

INDUSTRIAL PAYROLLS VS. UTILITY INCOME

There is no mathematical sleight-of-hand involved in developing the relationship of industrial payrolls to utility income in any community or group of communities. Unable to pull up poles and move to where the grass may look greener, and confined to its franchise territory in its quest for new business, the utility's prosperity directly reflects the general prosperity of its service area. Lower production costs, therefore, become of vital concern to us as well as to our customers. Production Method Analysis as a tool in increasing production rates and reducing unit costs has therefore become part of our vocabulary, part of our thinking, part of our program of doing our utmost to help our manufacturers maintain and improve their competitive positions within their own industries.

ELECTRICAL EQUIPMENT PLAYS A PART, TOO

Our allies in the electrical equipment field have an important part in this program too. This is for the reason that better production methods depend on the availability of a sufficient supply of power in the right place at the right time, ready for application to the job of increasing the effectiveness of manhours through efficient transformation into mechanical or heat energy for the accomplishment of industrial tasks. Generating stations, transmission and distribution systems, adequate plant wiring and well engineered utilization equipment are all necessary parts in the over-all picture of industrial and community growth and health. All who have a part in the supply of these facilities strengthen the backbone of better production methods.

ANACONDA JOINTING KITS prevent the possibility of inadequate materials . . . keep stocks fresh and readily available for fast withdrawals. Illustration shows how complete these kits are—right down to a handy checklist of materials.

ANACONDA CABLE ACCESSORIES

A complete line—engineered by power-cable experts—is available in increased quantities.

At Anaconda, the increase in demand for cable accessories is being met by increased production. The complete line—with many exclusive features—consists of the following:

Potheads (capnut, switchgear, transformer, disconnect and through types), featuring unmatched interchangeability of parts.

Unit Packages of Jointing Materials. These kits contain everything needed to make a joint.

Filling Compounds. Balanced compounds mean greater stability.

Cable Paints and other miscellaneous accessory items.

Bring your cable and cable accessories problems to your Anaconda Representative.

Durasheath

the *all-purpose* ANACONDA Cable for both power and lighting services

Durasheath's* tough neoprene jacket stubbornly resists electrolysis, corrosion, temperature extremes, cutting, abrasion, impact, flame, oil, grease, moisture and most soil acids and alkalies.

Run it overhead, in ducts, or buried underground—or all three in one continuous run.

It's flexible, easy to handle, economical to install; made in single or multi-conductor construction.

Your nearest Anaconda Sales Office or Distributor can show you why it's good business to install this versatile, all-purpose cable. Just ask them.

*Trademark

TEN BASIC RULES FOR INDUSTRIAL WIRING

BY FRANK AIME, veteran electrical engineer of Anaconda Wire & Cable Company.

Successful operation of an industrial plant depends on the quality of its electrical distribution system. These rules should help in setting up a well-planned system for both large and small plants:

1. Design the system within supply limitations.
2. Locate supply near electrical load centers.
3. Know your load requirements.
4. Let requirements of processes, production and relative importance of the major characteristics of distribution systems determine distribution system type.
5. Select and arrange feeders and equipment so that interruptions never occur more than the process will allow.
6. Select all components from source to load for reasonable future growth.
7. Don't be limited by National Electric Code figures for conductors, conduit and protection which are minimum and primarily for safety.
8. Use load centers when feasible.
9. Select cables with best all-around characteristics for your condition.
10. Aim always for production efficiency, quality and safety.

ANACONDA RESEARCH AT WORK

How a new problem meant a new product

The problem? Loads had outgrown duct space and duct sizes of lead-covered cables. Cables had to be run hotter and under more severe physical difficulties. Cable *sheaths* were failing before *interiors* . . . cable life was limited.

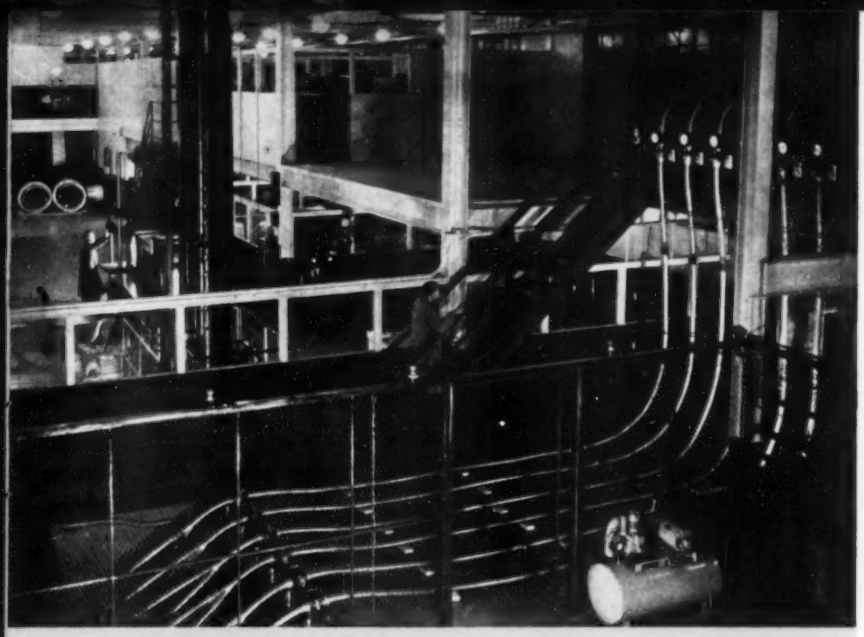
Anaconda research set out to find the answer. Hundreds of sheath alloys were tested. The one finally selected promised far better performance. Called ANACONDA F-3† alloy-lead sheath, it has a high burst strength and a low creep rate . . . resists bending and does not age-harden.

Once again, Anaconda's planned program of research solved a new problem with a new product. Yes, research like this pays off . . . in cable that serves you better!

RESEARCH IS ANACONDA'S BUSINESS, TOO!

†F-3 *Arsenic-Lead Alloy (U. S. Patents 2,300,788, 2,375,755, 2,504,600 and 2,570,501) Reg. U. S. Pat. Off.*

ANACONDA®



CYCLIC AGING TEST. Here's one method Anaconda Engineers use to learn how lead-covered, paper-insulated cables stand up. In this laboratory, cables are loaded under conditions similar to daily load cycles in the field, but at higher temperatures and voltages. Result: Anaconda Engineers get the facts fast . . . know what can happen years hence . . . and can give you much more reliable performance data.

WHY THIS MAN'S JOB MEANS BUILT-IN QUALITY IN THE CABLE YOU BUY

THIS IS ED GITTLESON, Anaconda's Chief Inspector and Manager of Quality Control.

Ed knows that to make a good product and sell it at the lowest possible price, quality must be built in right from the start. That's Ed's job—to see that it's done from raw material to final shipment. Ed has based Anaconda's control program on principles of statistical quality control that assure you not only of *greater* uniformity, but of a *higher level* of quality as well. You can be sure that every Anaconda product more than complies with your requirements.

No busduct system is truly flexible without this New ANACONDA® Powerduct Cable

It's the only nonmetallic-armored busdrop cable UL approved for this hard use; cuts cost of relocating machines.

Even if you have a modern busduct system, it may be flexible only so far as it goes. You may still have to rip out permanent or semi-permanent wiring every time you rearrange important machines. That's costly.

Why not match your busduct system with money-saving ANACONDA Powerduct Cable . . . approved by Underwriters' Laboratories, Inc., for busway branches under section 3646, 1951 National Electric Code?

Powerduct Cable is much cheaper to install than conduit. It handles easily. Grips prevent cable creep. No time is lost. You get circuit capacity at any point for any load at any time. Coil (see illustration) makes local changes easy.

Its tough jacket takes heavy mechanical abuse, is flame-retardant, won't fray. Cold-flow is no problem. Cutting compounds, oil, acid, water, grease won't harm it.

Plan now to add flexible Powerduct Cable to your busduct system. Be sure that you insist on the ANACONDA Trademark—your positive proof of UL approval for this use.

the right cable for the job

SHORTS THAT MAKE SENSE

PRODUCTION TOOL. Good lighting is important in any plant. With it—high quality, profitable production and fulfilled schedules are possible. Without it—spoilage, reduced efficiency, lowered quality control and poor morale may send costs skyrocketing.

ADEQUATE CIRCUITS. A lighting system is no better than the circuits that serve it. Lamp efficiency, for instance, depends on operation at rated voltage. Make sure your circuits are adequate.

PLANNED SYSTEM LAYOUT. Lack of planning never pays off. A well-designed system always costs less than a poor one. Plan for tomorrow and you cut tomorrow's costs *today*.

TOMORROW'S LIGHTING NEEDS. Many plants install lighting circuits in working areas for an ultimate of two times present lighting intensity. Play smart and follow suit. You won't be caught with your lighting down.

CURRENT RATING. No one value of current-carrying capacity (amperes) can be assigned to any one size and design of cable. Installation and method of operation must be considered.

CABLE TERMINATIONS. Moisture, like death and taxes, plays no favorites. In making cable terminations, it pays to keep this in mind—even at low voltages. There tightness against moisture is just as important as for higher ratings. Yet it's here that failures are far more frequent. Probably due to the feeling that here anything will do in the way of terminating the cable.

OVERHEAD VS. UNDERGROUND. For appearance' sake only, overhead distribution systems are often replaced by more expensive underground systems. But it's entirely possible such a change will also result in a lower annual cost. Reason: freedom from damage by trees, wind, sleet, ice, etc. Reliability is improved.

"LIVE" INSULATING OIL

Heat and electrical stress produce deterioration products which eventually sign the death warrant for insulating oil. Carbon black keeps such oil "alive." It minimizes and removes deterioration products and keeps them outside the field of the dielectric. It continually purifies and stabilizes the oil . . . keeps it clean.

Only ANACONDA Type CB* Power Cable utilizes this phenomenon. Result: greater stability and longer life. This tested paper cable may be obtained with special carbon black binder which adds resiliency, yet possesses adequate strength. A further improvement, F-3** Alloy-Lead Sheath, triples sheath life by its high resistance to slow-bending fatigue, creep, burst and abrasion.

If you're not using Type CB Power Cable, you aren't getting as much service out of your paper cables as you should. We suggest you get the full story from your nearest Anaconda Sales Office.

* CB—Carbon Black (U. S. Patents 2,102,129, 2,405,853) Reg. U. S. Pat. Off.

** F-3—Arsenic-Lead Alloy (U. S. Patents 2,300,788, 2,375,755, 2,504,600 and 2,570,501) Reg. U. S. Pat. Off.

FOR FURTHER INFORMATION about any product mentioned in the pages of this advertisement, see your Anaconda Representative . . . or write to *Anaconda Wire & Cable Company, 25 Broadway, New York 4, N. Y.*

ANACONDA®

TODAY'S HEADQUARTERS FOR WIRE AND CABLE

MAKERS OF

building, barn, machine tool, control and communication wire • service and overhead distribution cables, bare and weatherproof including ACSR • portable cords and cables • power and bus-drop cables • mine, bridge, aerial, underground, duct, network and submarine cables • parkway, airport and street-lighting cables • station, apparatus and vertical-riser cables • magnet wire • copper, aluminum and copperweld conductors • wire and cable accessories.

83282

TIMES and TRENDS

I Can Get It For You Wholesale

It's about time someone put the record straight on that title above. We hold that there's a difference between wholesale selling and discount selling. We believe that all true electrical wholesale distributors and their salesmen should be on guard against the general use of that word "wholesale" too loosely.

Wholesale distributors have been under attack by uninformed critics ever since they came into existence. At one time or another consumers, public officials and even manufacturers have, through ignorance or a mistaken assumption, suggested that the wholesale distributor makes no worthwhile contribution to our economy.

Distributors of all types of products in many industries have tried to do a fairly good job of telling the public why a wholesaler is essential in order to keep products moving from producer to consumer—and at a reasonable cost. We believe that most distributors are aware of the importance of being ready at all times to accomplish more of this educational program.

However, it is vital for the continued success of the wholesale distributor and his salesmen that they be cognizant of a new development that has crept into the picture in the last few years.

The electrical industry has swept upwards at a tremendous pace. The electrical business has been viewed as a "good thing to get in on" during this great expansion era. The desire to cash in on a market that has a potentiality extending almost out of sight has brought into the wholesaling business many elements that cannot be considered justified or qualified.

The industry does itself great harm when it permits these operations to classify themselves as electrical wholesale distributors. Too often, today, we have heard criticism aimed at the distributor. Questioning has always revealed that the object of the adverse comment has never been a firm that performs the functions that qualify a wholesale distributor.

We recognize that an industry progressing as rapidly as ours must suffer a certain amount of "growing pains." We realize that the creation of new products, particularly consumer items, has meant that manufacturers had to experiment with new distribution methods. However, when one or more of these experiments collapse, we do not like to see the causes considered as a general weakness of all wholesalers.

It just isn't so. While some self-styled distributors make a lot of noise and enter the electrical industry with drums beating and flags flying, they frequently do nothing. Meanwhile, the steady, solid electrical wholesale distributor continues to have success by operating efficiently, intelligently, and performing all of the required functions.

We believe that the legitimate, full-performance wholesale outlet should speak out boldly and loudly when he hears the term wholesale distribution used carelessly.

For many years the distributor has been able to meet the challenge and justify his position in our economy because he can prove that his operation is essential.

However, should the challenge be directed at the organizations founded solely for the purpose of "cleaning up" while the market is hot, we feel that the legitimate wholesale distributors will see much of their past constructive efforts destroyed.

Resolutions have been introduced in Congress to establish a continuous fact-finding group that will give attention to the procedures followed in carrying a product from manufacturer to ultimate consumer.

We hope that when information about distribution is required, the fact-finders will consult the real wholesalers. The wholesale distributor has spent many years in building his position in the electrical industry. Experience, ability, capital, sound business procedures and practices are characteristics of the genuine wholesale distributor.

Arthur W. Hooper

EDITOR

This experienced supplies salesman for The Electric Corp. of San Francisco, Paul Driggs (right), also handles his firm's line of electric housewares. Yearly . . .

The Supplies Salesman

Photostory by

SELLING electric housewares through supplies salesmen is a practical and profitable operation for the electrical supplies distributor, says W. B. Imholt, president of The Electric Corp. of San Francisco. Not only does the selling of small appliances through combination salesmen produce a profitable volume at relatively low cost for the supplies wholesaler, but it serves the industry by developing a market for electric housewares that is seldom — if ever — reached by the salesmen of appliances-only distributors.

The evidence is in the orders. The nine supplies salesmen who cover northern California for The Electric Corp. of San Francisco produce an annual volume of between $300,000 and $400,000 in sales of electric housewares — concentrating practically all their sales efforts on the electrical contractors who make up their normal source of electrical supplies and equipment orders. This dollar volume in small appliances for The Electric Corp. is exclusive of that produced by its one specialty salesman who concentrates on volume accounts among the department stores and the furniture stores in downtown San Francisco.

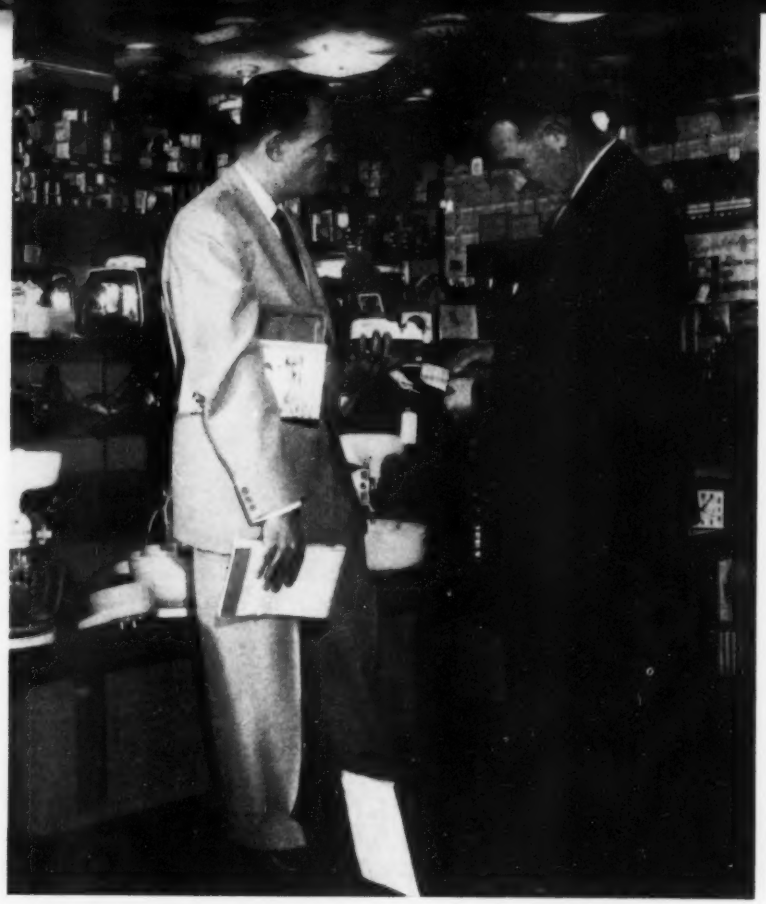
• **Market Developers** — Mr. Imholt believes, and the operation of The Electric Corp. shows, that the use of combination salesmen by the supplies wholesaler does serve to develop a fringe market of hundreds of retailers of electric housewares whose total sales are vital to the industry but whose individual sales are so relatively small that they would otherwise be undeveloped without the attention of these combination salesmen. His experience in distributing small appliances through combination salesmen shows that:

• The supplies distributor is at an advantage in developing the smaller electrical contractors as outlets for electrical housewares because it costs this distributor very little to obtain and process the orders. The supplies salesman is already there—he doesn't spend time waiting for an appointment to sell his lines of small appliances, and the cost of the call is borne mostly by the much larger supplies order. The small contractors save orders for him because they know it will save them time by not interviewing another salesman.

• The supplies salesman can afford to pay attention to small orders—the only orders that many of the contractor-dealers ever have. He can understand the dealer's market potential and govern his sales efforts accordingly, not overselling as he might if small appliances were his bread and butter. The combination salesman can offer even the smallest dealer in electric housewares services that may be equalled but not surpassed by the largest appliance distributors.

• The combination salesman can develop electric houseware accounts from scratch. His regular calls on contractors will show him where there is a potential retail outlet that has been unknown to the contractor and overlooked by the volume-minded specialty appliance salesman. The combination salesman can afford to spend the little extra time necessary to develop a potential account into one that moves a volume of small appliances profitable to both contractor and wholesaler.

• From the supplies wholesaler's point of view, the selling of electric housewares through combination salesmen has other advantages. The wholesaler doesn't need to hire, train and maintain the staff of volume-minded, promotion - conscious, high - tensioned specialty salesmen necessary to develop an independent electric housewares department. While there must be a certain amount of training and indoctrination in the field of small appliances, the supplies salesman already is experienced in the art of selling, he knows how to handle and direct his efforts in the field, he knows his company's policies and practices, he knows the contractor's business nearly as well as



he sells nearly $40,000 worth of small appliances to the 65 per cent of his electrical contractor accounts he has helped develop as dealers. He proves that . . .

W. B. IMHOLT, president of The Electric Corp. of San Francisco, believes the use of combination salesmen serves to develop an otherwise untouched portion of the market for small appliances.

AN INDEPENDENT supplies and small appliance distributor, The Electric Corp. of San Francisco cultivates a profitable electric housewares market among contractors through nine combination salesmen.

Can Sell Small Appliances

Howard J. Emerson

the contractor, he knows his prospects by their first names and enjoys their confidence, he knows each customer's credit standing, and he is familiar with each contractor's acceptance locally as a man and as a merchant.

Mr. Imholt feels that such evidence of the combination salesman's value in developing contractors as retailers of electric housewares should be tempered with full realization of such an operation's limitations to the wholesaler. The supplies distributor should realize that in very few cases can the combination salesman compete with the salesmen of appliances-only distributors in selling to the appliance store and the hardware store, except in certain remote areas of his territory. If the supplies distributor wants to develop fully the market for electric housewares, he must have specialty salesmen who will devote full time to building the larger volume the appliance, hardware and department store must have—and to the job of supplying sales promotional help, home economists, special displays, and all the specialty helps that these accounts need but which are beyond the reach and the ability of most supplies salesmen.

• **One and Only**—But in the vast fringe market, the many thousands of electrical contractors throughout the nation, the combination supplies and small appliance salesmen are the one group that alone can develop a multi-million dollar market in electric housewares. To show the industry how one supplies wholesaler is developing this market successfully and profitably, and what it means to a typical contractor, Mr. Imholt and the staff of The Electric Corp. of San Francisco, and Al DuFour of the Central Electric Co., Watsonville, Calif., cooperated with ELECTRICAL WHOLESALING in the following photostory.

Pictures tell the story of how The Electric Corp. of San Francisco is selling electric housewares successfully through combination salesmen

SALESMAN DRIGGS is taught the economics of the small appliance business by wholesaler Imholt—how they are priced, quantity policies, terms, etc. From Imholt he also learns about his competitors, who they are and how they sell.

EXCHANGE OF INFORMATION between salesmen during coffee breaks and after sales meetings is a valuable Electric Corp.

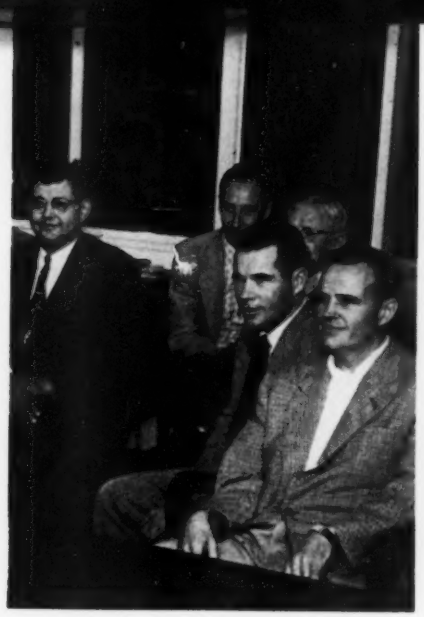
Supplies Salesman (cont.)

1. How He Is Trained To Sell Small Appliances

EXPERIENCED supply salesman Paul Driggs, already producing nearly $400,000 in supplies sales annually for W. B. Imholt's Electric Corp. of San

REGULAR SESSIONS with Keys is standard practice for combination salesman Driggs to keep abreast of market trends and competition. Keys specializes in electric housewares sales.

EXTRA TIME during his visits to the office is spent in the combination showroom keeping up to date on new models and products. Manufacturers' literature is sent to his home.



"extra." Combination salesmen hear from each other what products are "hot," what techniques worked, what didn't, etc.

Francisco, is considered a natural to develop electric housewares business among the electrical contractor accounts he visits weekly.

Here is how he was trained to be a combination supplies and electric housewares salesman and, more important, how he is being briefed in small appliance selling to produce an additional $40,000 in high margin electric housewares sales at a relatively low cost to the company.

SELLING TECHNIQUES as shown by specialty salesman Carroll Keys round out Driggs's inter-office training.

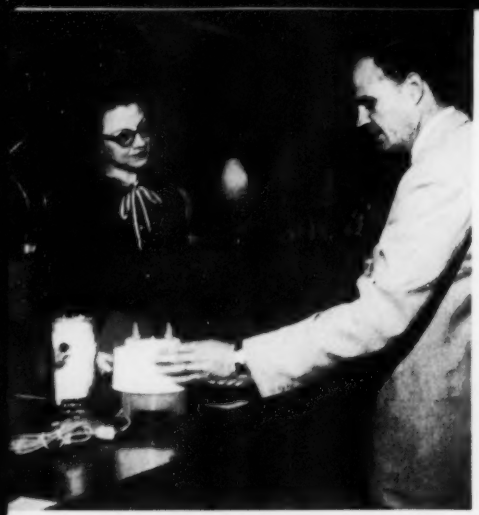
COMPANY SERVICES—if and where they differ from supplies services—are explained to Driggs by warehouse chief.

COMPANY FACILITIES for handling housewares are shown to Driggs as he is briefed in housewares buying, storing.

DISPLAY FEATURES and competitive points of electric housewares are reviewed by Imholt in the showroom.

SALES MEETINGS keep Driggs and other Electric Corp. combination salesmen informed of company policies and programs. President Imholt illustrates manufacturer tie-in promotion.

MANUFACTURERS' REPRESENTATIVES are invited to these sales meetings to give salesmen latest product story and latest competitive selling features of their lines.



HE TRAINS the floor staff—most frequently the bookkeeper or 'phone girl. Large accounts like Central Electric have experienced sales help. Lou Sersen (left) manages appliance and gift sales.

HE SUGGESTS location, size and types of displays that would increase traffic business—particularly for contractors who had small appliances on back shelves as convenience for friends, employees.

HE ASSISTS in setting up any changes necessary to help the contractor fit a retail business in electric housewares into the firm's existing procedure for handling purchasing, billing and inventory.

Supplies Salesman (cont.)

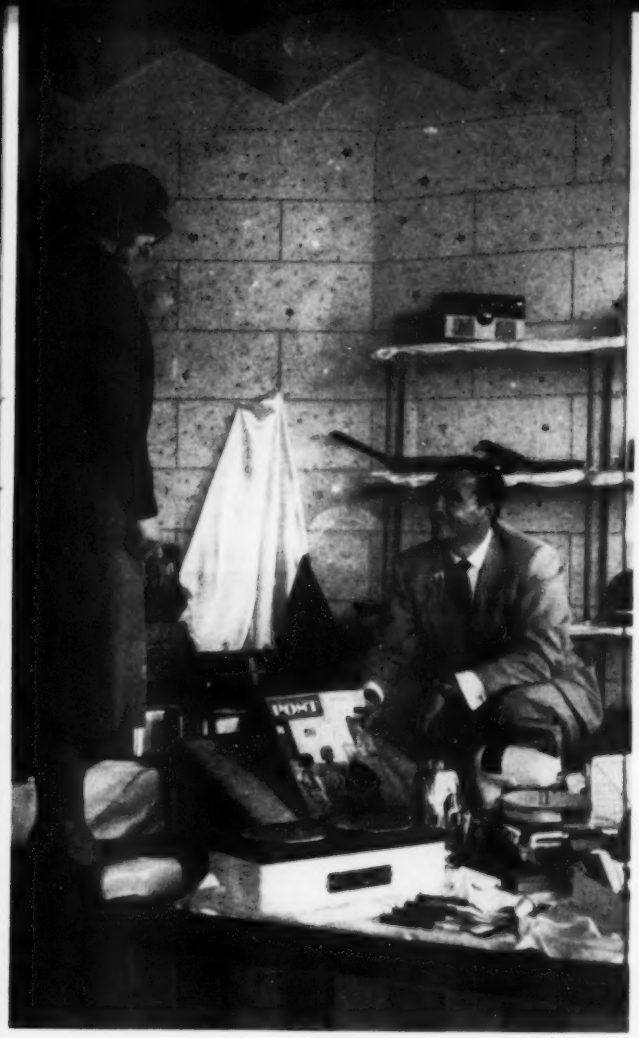
2. How He Helps Contractors Get into Housewares Selling

MORE than 65 per cent of The Electric Corp. of San Francisco's contractor customers carry some electric housewares. Much of their activity is the direct result of efforts of combination salesmen like Paul Driggs, who uses his merchandising knowledge to "case" the contractor's prospects for handling more than a token stock of small appliances. A typical contractor-electric housewares customer of Paul Driggs is the Central Electric Co.

HE HELPS select basic stock—advising on basis of experience with other contractor-dealers, judgment of this contractor's opportunities, knowledge of current housewares market.

HE SHOWS the market potential. A regular supplies customer like Al DuFour, Central Electric's owner, has confidence in Driggs's knowledge, will listen to his appliance story.

HE CHECKS facilities for service. Most small and many large contractors are known as housewares repair centers, but Driggs will arrange outside service to handle warranty work.



ENCOURAGING contractor-dealers to tie in with manufacturers' national advertising and distributor's regional promotions is easy at an up-to-date account like Central Electric, but smaller accounts need lots of urging and help.

SUPPLYING the contractor-dealer with manufacturers' display materials is Driggs's responsibility to supplier and account. He shows Miss Sersen how to use counter display.

3. How He Helps Them Build a Satisfactory Volume of Business

ONCE Driggs has a contractor account "rolling" in the electric housewares business, it is his responsibility to get the small appliances moving off the floor into consumers' hands. His supplies experience has trained him that the wholesaler's profit is not in the initial order but in the re-orders. His weekly calls on his contractor-dealers put him in an excellent position to watch their progress, to bring them the latest market information on what to the contractor is a sideline business. How Driggs helps them get more dollar volume from electric housewares by passing on practical helps is seen in this call.

SUGGESTING tie-in local advertising, such as multiple listings in 'phone directory, helps Driggs identify his dealers with his products. Often (above) he meets real resistance.

SHOWING the contractor-dealer how to get extra business at little or no cost through use of manufacturers' literature as bill enclosures is one of Driggs's practices.

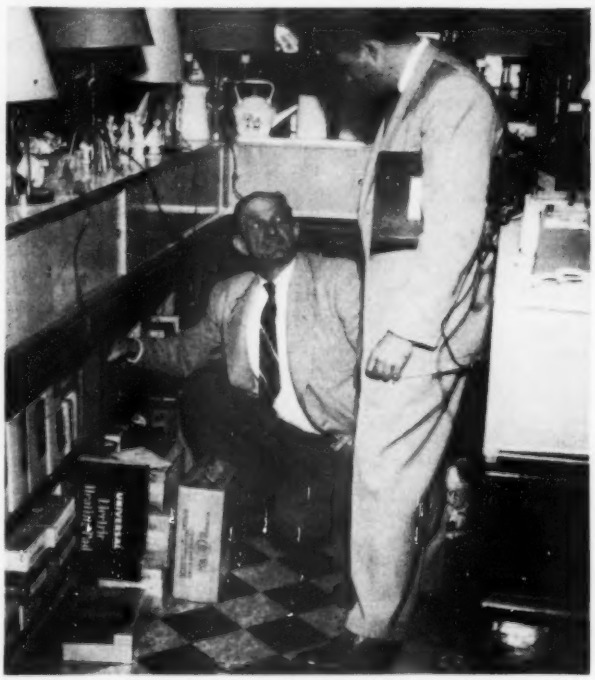
SAVES TIME. Only one appointment, only one brief period of electrical contractor Al DuFour's time is necessary to place his order for supplies and equipment, and to . . .

review and order the coming week's needs to maintain his electric housewares business in working order, to hear what is new in the market, to learn the latest in models and prices.

Supplies Salesman (cont.)

4. How He Helps Them Make a Profit From Small Appliances

THE much smaller volume possible for many electrical contractor-dealers, compared with department stores, jewelry outlets and major appliance stores, makes it necessary for salesman Driggs to work carefully with his contractors to see that the volume is profitable. Helping the contractor get into the small appliance business, helping him develop a satisfactory volume will have been of no avail if the profit from this volume is dissipated in inventory losses, mark-downs on outdated merchandise, too low a turnover of the investment and too much labor cost in handling the set-up. W. B. Imholt, president of Electric Corp. of San Francisco, believes that the combination supplies-housewares salesman is best suited in the industry to help the contractor make a profit from small appliances. Some of the reasons are seen in this call by Paul Driggs on Al DuFour of Central Electric Co.



SAVES MONEY. Because Driggs can make weekly calls on the contractor-dealer, customers can maintain a smaller inventory without hurting chances of sales. Should he be short . . .

Driggs can 'phone in an overnight order which will be processed promptly. When the reverse is true, when contractor-dealer customers may find themselves overstocked, there's a . . .

liberal return policy which is at the discretion of the salesman. It is likely more favorable coming from a combination salesman who values his supplies as well as his housewares business.

THE AUTHOR presenting the 1952 Electrical Award for Junior Achievement to Clarence Brown of the Del Craft Co., Dayton, Ohio at last year's NAED convention in Atlantic City.

Junior Achievement Week to be celebrated in May will spotlight the many Junior size corporations that are teaching American youth the rudiments of business. One of J. A.'s biggest boosters describes. . . .

America's Smallest Corporations

By Francis E. Stern
Stern & Company, Inc.
Hartford, Conn.

PROFIT—does today's youth understand the incentive of profit? Are we giving them the correct perspective or are we leaving to chance the understanding of our American Capitalistic System?

Answers may vary with opinion, but Junior Achievement members know there is no substitute for the American way of business and free enterprise because young people in Junior Achievement companies participate in our competitive enterprise procedures by becoming a part of it.

At the annual convention of the National Association of Electrical Distributors, which was held in Cincinnati in June, 1949, Dan O'Keefe, a successful ex-Junior Achiever, issued the challenge that you read in the first sentence above. The association answered that challenge.

• **NAED Committee**—A committee was established which I have had the privilege of chairing since its inception. The program which has evolved from the NAED standpoint has been a logical one. As long as Junior Achievement was training young men and women for industry, certainly the distributive industry had a stake in encouraging boys and girls to gain a better knowledge of our business.

Accordingly, inasmuch as our association's national activities are divided into nine geographical zones, we established for each of these zones, a scholarship for ". . . that boy or girl who in high school work had an outstanding record in science and who planned to make the electrical industry his life work." Since that time three groups of boys and girls from all over the country have attended the colleges of their choice. The contact which the committee has had with these young people while at college indicates many of them ultimately will enter the electrical industry.

But a far more thrilling experience for those men who have contributed the money to make these scholarships possible has been the annual experience of choosing, from among the many JA companies manufacturing electrical items, one item which has been adjudged the leader by a committee competent in this field. The company producing this item then elects a delegate and this member is a guest of NAED at its annual convention meeting.

• **What Is JA?** — Junior Achievement, Inc., is a national non-profit organization which makes it possible for high school students to gain pre-business experience by organizing and operating their own miniature corporations.

The members of the little companies sell stock, elect officers and work under the guidance of adult advisers to manufacture a product or sell a service, earn a profit or show a loss, and learn first-hand a knowledge of business principles.

Company membership averages 15 boys and girls, capitalization about

(Continued on page 130)

It takes professional direction . . .

progressive management . . .

A Successful Venture Into

Barrett Electrical Supply Co., St. Louis, Mo., has big plans for its new seven-month-old motor control department. Following hard on the heels of a 500% rise in controls business in the last two years, this division's new goal is another 500% upswing by 1955

By Thomas F. Preston

THE pendulum of specialty selling in modern-day electrical distribution —commonly referred to in the industry as "departmentalization"—instead of waning, is swinging merrily toward still another lucrative goal, this time in the motor controls field.

It's not a mass migration, this shift from regular to high-powered motor control selling in the industry today. As far as can be determined at the present time, there are only about a handful of distributors experimenting with a separate sales division that is energetically being promoted to industry as a legitimate motor control department. Most of them seem to be centered in the West and Midwest, locales of broad industrial activity and expansion.

Nor is it exactly novel. It has been toyed with before by some, even discarded by others. In some instances it has been reincarnated, revised and tailored to individual specifications, and finally meshed into a workable and profitable project.

• **On the Move**—But regardless of its present impact or its lack of newness, there are indications that, with the proper internal sales organization and manufacturer backing, the idea of motor control specialization is definitely on the rise.

To illustrate, here is the case history of one distributor's experiences with a separate sales division devoted exclusively to motor control products, the events leading up to it, the methods applied, the objective, and the results so far of such a department. The company: Barrett Electrical Supply Co., St. Louis, Mo.

Barrett Electric's obscure initial role in shaping the trend to motor control specialization goes back a few years to the time when the independent wholesale firm became an exclusive distributor for the complete line of a leading manufacturer's motor control products in St. Louis. That was in 1949.

Up to that time, Barrett was doing a fairly large amount of motor control business. It had done its share of promoting and advertising and all the other necessary sales means needed to keep its hold on the local market.

• **Sometimes for Naught?** — The only rub was that it couldn't nail down for certain whether or not the fruits of its pre-sale labors were being partly siphoned off by those competitors in the area who also carried the same line, did the same promoting and advertising and offered the same exact service.

On the other hand, Barrett could justify every nickel spent to promote its exclusive products. Its selling arrangement with the manufacturer

proper inventory control . . .

adequate stocks . . .

selective selling* to insure . . .

Motor Control Specialization

guaranteed that money expended in this respect must eventually find its way back—if directed properly—to the one distributor whom St. Louis industry regarded as the sole headquarters for all of that manufacturer's products. If Barrett failed to increase its motor control business, the blame would be laid squarely to Barrett; if it prospered, then the bouquets would be forthcoming.

Well, the bouquets came—and in quantity. Two years after the Barrett-manufacturer contract was signed, and still without benefit of a separate department or internal sales division, Barrett's motor control business boomed to five times its original volume.

It cannot be denied that the exclusive distribution pact between manufacturer and distributor did much to boost Barrett's volume (or for that matter, that it was the fertile ground upon which the kernel of its motor control specialization was nourished). When you cut off two or more channels of distribution in one locality, and funnel the flow of those additional accounts to just one outlet, the surviving receiver of all that business is bound to reap a substantial reward.

But it's the keeping of this existing business and the getting of new business which gauges the credibility of a manufacturer's confidence in the

*The Five-Point Formula and Barrett Electric

Professional Direction of Barrett Electric's expanded motor control department is supplied by Manager C. S. "Cap" Kidd, whose sales engineering background is supplemented by 11 years of motor control experience.

❖

Progressive Management is divided between R. C. Broyer, v.p. (above with Kidd), and L. E. Barrett, president. They must work hand-in-glove with Kidd for maximum efficiency and success of this new undertaking.

❖

Proper Inventory Control is assured by Kardex file which serves as a perpetual inventory record. Cards show turnover of every item in stock, what stock is low and must be replenished, what stock is on order.

❖

Adequate Stock is the life blood of this new department. The old saying that "you can't do business from an empty wagon" has its important application in Barrett's operation. Inventory must be 1/6 of total sales.

❖

Selective Selling is without a doubt the most important phase of this department. Without exclusive distribution of these products, and a selective selling campaign by the distributor and sales manager, Barrett could not have achieved such splendid results in so short a period.

Kidd is the strongest link in the chain that bridges the gap between distributor and manufacturer

distributor it authorizes to carry its banner in a selected market area. And that is where Barrett strove to excel.

• **Six-Point Policy**—Before departmentalization went into effect, a whole new sales policy for motor controls was inaugurated at Barrett to make the transition from regular to specialized selling as smooth as possible. This policy was emphasized frequently to all sales personnel during this interim period. In essence, it consisted of six basic steps:

• Barrett would make its name synonomous with the manufacturer on the exclusive line of motor control products it sold to industry, always aware of the fact that if one is remiss in its obligations, the other suffers also.

• It would carry on an aggressive sales campaign.

• It would avail itself of the educational facilities of the manufacturer.

• It would promote and advertise to a degree commensurate with the potential market expected from this exclusive distribution.

• It would offer technical aids to supplement those furnished by factory personnel.

• It would stock a large and varied supply of its products to care for the needs of those customers wanting immediate delivery.

• **Crawl, then Walk**—The company started cautiously at first, just feeling its way in this new adventure into exclusive distribution. But gradually a program was formed and it assumed momentum with each passing month—a program replete with sales meetings, sales classes, product training at factory level, product discussion at branch level, expanded promotion and advertising.

Frequent meetings, conducted by factory personnel, emphasized product study, technical jargon, practical applications of the manufacturer's products to the Barrett sales staff. Following this was the manufacturer's branch office tutoring of individual salesmen, explaining product features and benefits.

This was supplemented with a week's schooling in the manufacturer's plant where manufacturing methods and product detail were stressed. Once a year there was a day-long sales meeting presided over by plant men, in which slides, movies and talks were presented to the group.

In all product discussions, the simplest equipment was given prime preference; gradually the instructions worked themselves on through to the more complicated motor control devices.

Educational and product-wise, the Barrett sales group was an accomplished team when it finished its intermediate studies. It had to be since the group—composed of four regular supplies salesmen—was given the responsibility of scouring the immediate industrial and contractor market in search of new accounts.

• **The Changeover**—Then came the motor control department. This was in September of 1952, about two-and-a-half years after Barrett first became an exclusive distributor. It began with the official announcement that "... C. S. 'Cap' Kidd, formerly sales engineer for Allen-Bradley Co., St. Louis office ... joins Barrett Electrical Supply Co. on September 30th, bringing with him 11 years of motor control experience and know-how to better our service to you."

The new department was in the making for many months prior to Kidd's appointment as division sales manager. Percentage-wise, Barrett's motor control volume had increased to a point where it warranted special attention. L. E. Barrett, president of the company, and R. C. Broyer, vice president, both agreed that the regular sales personnel couldn't effectively handle the mass of application and operating problems that naturally came in the wake of this 500 per cent rise in business.

With Kidd as the coordinating element in the Barrett operation, the company has now advanced wholeheartedly into motor control specialization. His is the strongest link so far in the chain that bridges the gap between distributor and manufacturer. Here's why:

• Kidd provides immediate technical assistance to customers and prospects. Under the old system, Barrett had to depend on the manufacturer to help solve most of the equipment, installation and operation problems that couldn't be handled adequately inside the house—and at costly delays.

• He supervises all sales activities with reference to motor controls—acting as the distributor's "clearing house" of information. This, too, was previously supplied in part by the manufacturer.

• He supervises motor control inventory, a very important aspect of the new department that once was handled by the office personnel. He must be able to anticipate needs and turnovers, have on hand adequate stocks of what customers need for immediate delivery, order correctly—at the same time that he's keeping an eye on total stock expenditures. His limitations on inventory are dependent upon the whole inventory structure. He must not only consider motor control equipment but all other supplies as well.

• He works with and through the other salesmen on the Barrett staff, as well as on his own, to promote the sale of motor control products. He is the trouble shooter, the man whom the other salesmen seek when in doubt. He is the specialist who represents a company that has more to offer than just materials—and that's an immediate answer and solution for any motor control problem the customer comes up with.

• He oversees sales promotion literature and catalog listings to make sure that his customers and prospects are kept up to date on product information, and that they're reminded from time to time of Barrett's extra services.

• **The Results**—What has come of all this? For one thing, motor control sales volume—since the inception of the Barrett department—has been increasing month after month, even breaking those successive monthly sales records during the last two peak years. St. Louis industry is evidently responsive to the idea of this specialization, and with a business-like intuition, is supporting it with gusto.

Barrett management and sales force are determined to keep it that way, too. So much so that their projected goal for the next three-year period, based on past performances, is a whopping 1000 per cent increase in motor controls sales over 1949's totals. That's 500 per cent better than the record volume attained during the two-year period in which no internal sales division was set up at Barrett.

From a historical standpoint, all indications are that they'll reach that goal.

Business Plans for New Plants And Equipment, 1953-56

By McGraw-Hill Department of Economics

BUSINESSMEN plan to increase manufacturing capacity by 16 per cent between now and 1956. By 1956, they also expect sales in manufacturing to increase by 10 per cent. This is not a forecast but a statement of business plans and expectations based upon replies to the sixth annual McGraw-Hill survey of large business firms. Businessmen also report that they plan to introduce new products and install new processes which will require large capital expenditures.

• **Still On Upgrade**—Industry plans to increase capacity in manufacturing by 7 per cent in 1953, and then by another 9 per cent by 1956. The biggest expansion in capacity, as shown in Table 1, is planned in the electrical machinery, transportation equipment, and chemical industries. Automobile and machinery makers expect to expand faster than the average of all industry over the long pull, 1953-56. The oil industry, long regarded as a pacesetter in business, plans to grow at about the average rate along with the rest of manufacturing. Food and other manufacturing companies plan modest, but still important, increases in capacity. The steel industry is definitely slowing down its rate of expansion.

A transition from defense to civilian production, beginning in 1953 and extending to 1956, is indicated by these capacity plans. Some of the defense-supporting industries, such as steel and non-ferrous metal producers, plan to complete large increases in capacity during 1953. But they do not plan to add very much more to their production potential by 1956. The durable consumer goods industries, such as automobile and electrical manufacturers, plan sizable increases in manufacturing capacity during the next four years. Consumer soft goods industries, such as food and apparel, expect to expand more slowly.

Plans for capacity are proving to be an unusually accurate indication of businessmen's thinking on their productive needs in relation to their markets. They make better estimates on their growth in capacity than they do about the actual dollar amount of capital spending. Table 2 shows how closely the actual level of capacity in 1952 turned out compared to plans for capacity made a year ago.

• **Growing Markets, Competition**—Businessmen feel there are larger markets ahead. This may be one of the reasons why industry continues to plan new capacity. Not only do businessmen expect larger markets, but individual firms plan to get a bigger share of the market for themselves.

Total manufacturing sales will increase about 10 per cent, according to

Table 1

HOW MANUFACTURING INDUSTRIES ARE INCREASING CAPACITY

	Index of Industrial Capacity (1939 = 100)						
	1946	1948	1950	1951	1952	Planned for 1953	Planned for 1956
Steel	112	115	126	130	140	146	147
Machinery	154	200	236	271	304	331	371
Electrical Machinery	175	280	325	354	400	452	560
Automobiles	104	130	153	170	196	210	235
Transport Equipment (including aircraft)	243	250	288	328	423	503	553
Food	117	135	143	152	157	163	178
Chemicals	172	250	293	322	357	393	479
Petroleum Refining	123	160	178	185	194	204	218
Other Manufacturing	109	120	133	141	148	155	166
ALL MANUFACTURING	131	156	175	187	204	218	238

	Percent Increase 1951-52	Percent Increase 1952-53	Percent Increase 1953-56
Steel	8	4	1
Machinery	12	9	12
Electrical Machinery	13	13	24
Automobiles	15	7	12
Transport Equipment (including aircraft)	29	19	10
Food	3	4	9
Chemicals	11	10	22
Petroleum Refining	5	5	7
Other Manufacturing	5	5	7
ALL MANUFACTURING	9	7	9

With stiffening competition looming ahead, new products and new processes assume great importance

business expectations. At the same time, business managers plan to make the sales of their own individual firms grow by 13 per cent. These are averages, of course, but down the line, company by company or industry by industry, the same tends to hold true.

Businessmen were asked how much they expected the sales of their company to grow by 1956. Then they were asked how much they expected industry sales to increase. When these replies were totalled, a sizable difference appeared between what each company planned to do in comparison with the industry.

The greatest differences between company sales plans and expected industry sales were found in the automobile, machinery, and chemical industries. By contrast, Table 3 shows that the steel and electrical machinery companies expect their sales to grow very closely with industry growth. Other lines where a strong element of competitive growth is expected by the company against the industry are these: Baking, breweries, cereal manufacture, engines, service machinery, special machinery, wool textiles, dyeing, knitting, building materials, cement, furniture, and non-ferrous metals.

• **New Products, Processes**—With stiffening competition looming ahead, new products and new processes assume great importance. New products are a powerful competitive means of bringing in new customers and capturing a bigger market. New manufacturing processes are the key to increasing efficiency and lowering production costs.

Manufacturers were asked what new products or new processes in their industry would require particularly large capital expenditures during the next few years. Here are examples of what they expect:

• **Automobile** makers expect to develop gas turbines for automotive engines. These will require a wholly new kind of parts. New high compression engines in the more immediate future will require better parts.

• **Airlines** will replace present piston engines with turbo-jet types. New jet aircraft will also be needed as additional equipment, not replacements for present fleets, within the next seven years.

• **Chemical** companies say that coal hydrogenation may reach the stage where it will require large capital investment. This is a process of getting new chemicals out of coal. More synthetic detergent plants, more petrochemical derivatives, and vertical integration of chemical companies are also planned.

• **Petroleum** companies expect that

Table 2

HOW PLANNED CAPACITY COMPARES WITH ACTUAL CAPACITY

Index of Physical Capacity (1939 = 100)

	Planned for 1952*	Actual 1952
Steel	141	140
Machinery	307	304
Electrical Machinery	403	400
Automobiles	184	196
Transport Equipment (including aircraft)	438	423
Food	156	157
Chemicals	357	357
Petroleum & Coal Products	192	194
Other Manufacturing	149	148
ALL MANUFACTURING	203	204

* As reported in January 1952

Table 3

HOW INDIVIDUAL COMPANIES EXPECT THEIR SALES TO INCREASE COMPARED TO INDUSTRY

(average percent increase by 1956)

	Increase in Sales Expected For Company	Increase in Sales Expected For Industry
Steel	3	3
Machinery	12	6
Electrical Machinery	22	22
Automobiles	29	19
Transport Equipment (including aircraft)	-26	NA*
Food	14	10
Chemicals	28	21
Petroleum & Coal Products	17	14
Textiles	12	8
Other Manufacturing	14	7
ALL MANUFACTURING	13	10

* Not Available

catalytic reforming to improve motor fuels will require large capital expenditures.

• **Coal** companies foresee the need for more continuous coal mining machines.

• **Food** manufacturers will increasingly use the high-temperature, short time method of canning. This produces canned foods with more natural flavor and color at lower cost. Continuous bake ovens which use a steel conveyor band will find increasing use. With production of canned and baked goods being stepped up in these ways, pneumatic conveyors for handling bulk materials will be needed to keep up an adequate flow of materials. Higher speed filling and packaging equipment will also be necessary to keep pace with production.

• **Electronics** manufacturers expect to continue investing in new equipment to produce larger picture tubes, color television, transistors, micro-wave application, and atomic energy power elements.

• **Machinery** makers say their horizon includes larger forging presses, large injection molding presses, powder metallurgy, and more carboloy tipped tools.

• **Can** makers are going in for tinless containers.

• **Lumber** industry expects to make more low cost building panels from wood waste and to invest in electronic gluing equipment.

• **Railroads** still have a way to go on dieselization and beyond that is Centralized Traffic Control.

• **Steel** companies plan to expand the processing of taconite rock, a low grade iron ore.

•**Textile** manufacturers say that drastic changes in spinning mills are coming in about five years and in looms in ten years.

• **Transportation** equipment companies have large expectations for high pressure rubber forming presses.

• **Expansion vs Modernization**—A marked shift toward modernization can be seen in the following percentages of total capital spending:

	Per cent Spent on Expansion	Modernization
1951	58	42
1952	49	51
1953 planned	43	57
1954-56 (preliminary plans)	38	62

Table 4

WHAT COMPANIES PLAN TO SPEND FOR

(Expansion versus Modernization)

	1952		1953		1954-56	
	Expansion %	Modernization %	Exp. %	Mod. %	Exp. %	Mod. %
Steel	62	38	41	59	22	78
Machinery	55	45	50	50	52	48
Electrical Machinery	57	43	60	40	49	51
Automobiles	36	64	28	72	52	48
Transport Equipment (including aircraft)	77	23	55	45	17	83
Food	28	72	45	55	17	83
Chemicals	76	24	71	29	67	33
Petroleum & Coal Products	42	58	40	60	39	61
Textiles	30	70	17	83	11	89
Other Manufacturing	42	58	37	63	31	69
ALL MANUFACTURING	49	51	43	57	38	62

Table 4 indicates that industries in which total spending is declining are the ones which expect the largest portion of their funds to go toward modernization and replacement. The steel, transportation equipment, food, and textile industries particularly show a strong tendency toward modernization expenditure.

• **Capital Investment**—The amount of capital expenditures planned by business is still rising. In this survey, consisting mainly of large business firms, businessmen indicated plans to spend $23.3 billion on new plant and equipment in 1953. This is a 6 per cent increase over 1952. Manufacturing firms expect to invest about one per cent more than last year, while gas and electric utilities, airlines, and mining plan more sizable increases. (See Table 5.)

The outlook for 1954-56 shows business already projecting capital plans at a level well over $18 billion each year. By comparison, industry's capital spending in the peacetime prosperity of 1947-50 ranged between $14 and $16 billion a year.

While total capital spending plans continue to rise in 1953, some industries are cutting their investment programs while others go on expanding. By and large, the plant and equipment expenditures in 1953 will be supported by as broad a group of industries as in 1952, but the base will be narrower than in 1951.

In 1951 business expanded plant and equipment sharply across the board, defense and consumer industries alike. During 1952, fewer industries continued to increase their investment, and these industries were mainly among the defense supporting group. Steel, machinery, petroleum, chemical, food, and electric utilities showed the greatest increases in plant and equipment expenditures in 1952.

According to business plans for 1953, steel, machinery, and chemical industries will decrease their capital expenditures somewhat. Food and petroleum will continue to increase their capital spending at about the same rates as last year (see Table 5). But the big increase in capital investment in 1953 will come in automobiles, electrical machinery, transportation equipment, mining and utilities.

• **Investment by Product Lines**—The largest increases in capital invest-

Business plans for capital investment are flexible, but there is more leeway for them to go up than down

ment programs by product lines are found in agricultural machinery, office and store machinery, paper and oil refining. Other groups, not shown in the table, which are making large increases in plant and equipment expenditures are airlines, gas utilities, shoes, furniture and engines. Among the food group, beverages, breweries, distilleries, and dairy products plan bigger capital programs.

Products with less capital spending in 1953 than last year include paper, glass, non-ferrous metals, food canning, most lines of machinery, and rayon chemicals.

• **Range of Investment**—How firm are these capital investment plans of business? Will they change sharply if business conditions change?

Business plans for capital investment are flexible, but there is more leeway for them to go upward than down. All manufacturing companies have preliminary plans to spend an average of about $9.3 billion a year in the period 1954-56.

Compared to this, the minimum annual expenditure they say they would make even if sales declined substantially is about $6.0 billion. In a business recession, therefore, manufacturers do not expect to cut their investment in new plant and equipment by more than one-third.

On the other hand, the maximum capital expenditure businessmen feel they could make in the period 1954-56, to take full advantage of all technological developments, amounts to about $13.8 billion. This is almost half again as high as the preliminary plans for expenditure during this period. Capital spending in 1954-56 would be well above the level of 1952-53 if businessmen spend the maximum amount which they feel they could usefully invest.

The biggest opportunities for increasing capital investment to take advantage of technical improvements are in the steel, machinery, food, chemical, petroleum, and textile industries. These industries have considerable latitude for modernization, judging from maximum spending businessmen report compared to their 1953 spending plans. By contrast, businessmen in the electrical machinery, automobile, and transport equipment industries do not think that the maximum level of investment which they could profitably make for technical improvements in the future would equal 1953 spending.

• **Depreciation**—The most important thing about depreciation funds is that they are increasing. Depreciation in manufacturing will increase from $5.9 billion in 1952 to $7.8 billion in 1956, according to businessmen's reports.

Today depreciation finances a little more than half of the capital spending. Depreciation in 1953 will amount to $6.8 billion in manufacturing compared with $12.1 billion planned for new plant and equipment.

About 85 per cent of the manufacturing firms report that they have a policy of spending all their depreciation allowances for plant and equipment and that they expect to continue that policy. Another 5 per cent have been spending all their depreciation for capital goods but plan to change this policy. Presumably they feel the need

(Continued on page 130)

Table 5

BUSINESS CAPITAL EXPENDITURES
(millions of dollars)

	Actual 1952*	Planned 1953	Preliminary Plans 1954	1955	1956
Steel	1,538	1,246	748	623	785
Machinery	772	749	577	532	502
Electrical Machinery	376	549	483	395	302
Automobiles	896	1,066	949	768	693
Transport Equipment (including aircraft)	253	309	182	56	37
Food	785	879	686	677	677
Chemicals	1,451	1,364	1,309	1,228	1,350
Petroleum & Coal Products	2,596	2,908	2,792	2,588	2,530
Textiles	400	396	368	305	281
Other Manufacturing	2,927	2,634	2,028	1,817	1,817
ALL MANUFACTURING	11,994	12,100	10,122	8,989	8,974
Mining	880	1,003	832	682	692
Railroads	1,391	1,210	823	835	871
Electric & Gas Utilities**	4,750	5,883	5,572	5,467	5,467
Other Transportation & Communication	2,961	3,139	3,305	2,741	2,456
ALL INDUSTRY	21,976	23,335	20,654	18,714	18,460

* United States Department of Commerce
** ELECTRICAL WORLD, American Gas Association

THE THREE CUTLER-HAMMER STARS ★ ★ ★

STAND FOR THREE NEW STANDARDS

Installs easier

The cost of installing motor control today is usually much more than the cost of the control equipment, often two to three times as much. Thus this new control offers *large* savings.

Works better

Users say, "Nothing like this ever before." Smooth, quiet operation with uniform response. New adjustable overload protection lets motors work harder with fewer nuisance interruptions.

Lasts longer

Revises all existing ideas of long trouble-free life in motor control. Cuts rate of wear to point that maintenance care and cost are virtually eliminated for 90% of all control uses.

Look for the three silver stars on the famous Cutler-Hammer nameplate; they identify the new spectacular Cutler-Hammer ☆☆☆ Motor Control. These three stars stand for three entirely new standards in motor control satisfaction and value. ☆ 1 . . . Easier, faster, lower cost installation any electrician can readily prove. ☆ 2 . . . Time-saving, trouble-saving, cost-cutting better performance which any test will confirm. ☆ 3 . . . Amazingly longer life due to advanced engineering features anyone can understand. Compare it by features and by performance. You too will say it is the finest control you know. CUTLER-HAMMER, Inc., 1310 St. Paul Avenue, Milwaukee 1, Wisconsin.

TRY IT!
COMPARE IT!
TEST IT!
PROVE IT!

Order from your nearby Authorized Cutler-Hammer Distributor today.

CUTLER-HAMMER ★★★ MOTOR CONTROL

CUTLER-HAMMER ★★★ MOTOR CONTROL

The 3 Stars stand for 3 New Standards

☆ 1...An entirely new standard of easier, faster, lower-cost motor control installation. Any electrician can prove it.

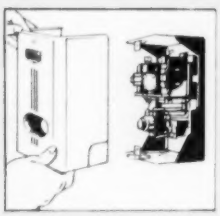
☆ 2...An entirely new standard of dependable motor control performance; reliable uniform response and more accurate overload protection. Any use will confirm it.

☆ 3...An entirely new standard of trouble-free long life; surely the finest starters both electrically and mechanically you have ever known. Any comparison shows it.

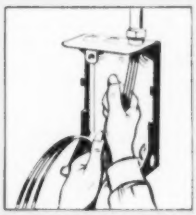
Installs easier...

Factory records everywhere today show the cost of installing motor control is usually much greater than the amount spent to buy the control equipment, often two or three times as much. Here you see why this new, better motor control actually costs less.

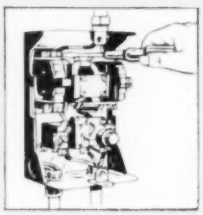
Just loosen two screws and off comes wrap-around cover. Screws stay in cover, do not fall on floor. Just loosen three screws and out comes the entire mechanism on unit plate.



Making conduit connections and pulling wires is a cinch; no starter mechanism in the way. No damaged starter parts or skinned knuckles. Wide-open accessibility, no side walls.

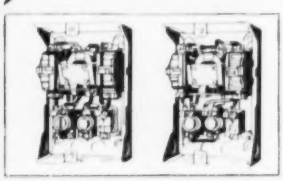


Easy straight-through wiring. All line terminals are at top, all load terminals at bottom. All terminals visible from front, all with solderless pressure connectors. Plenty of wiring room.

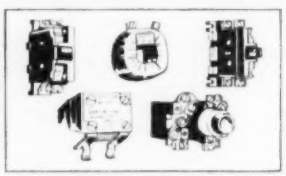


Works better...

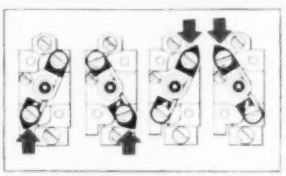
Better performance; dependably uniform operation, trouble-saving and cost-cutting more accurate overload protection. These are more than mere claims in this new Cutler-Hammer control. Field-tested over two years. Compared with every make of control by actual users...to have most say, "Better than anything we have ever used."



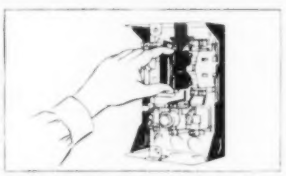
3-Coil Overload Protection. Another Cutler-Hammer "first," complete protection against single phasing as an optional feature in standard starter construction in standard enclosure.



5-Unit Construction. Just five units... magnet coil, armature, two contact blocks, and overload relay...and any unit can be removed from *front* without disturbing any other.



4-Position Overload Coils. Famous C-H Eutectic Relay now adjustable so motors can work harder *safely* without nuisance tripping. Each coil offers range of 4 ratings, selected by positioning.



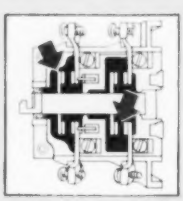
Electrical Interlocks. Interlock blocks easily added to provide up to 4 extra control circuits; normally open, normally closed, or both.

Lasts longer...

Many users will ask, "Why longer life? We have never had a Cutler-Hammer starter wear out." But there are two reasons for even longer life. First, it brings better performance to those "killer" jobs where industry expects Cutler-Hammer engineering leadership to prevail. Second, and *most* important, it decreases the *rate* of wear to the point where maintenance care and cost are virtually *eliminated* on most installations.

Armature pivoted on a rolling bearing for smooth, quiet operation. No rubbing, no sticking, no slamming. New light-weight moving parts. Less weight, less bounce; less bounce, less arcing.

New pressure-quench arc chambers. Heat of any arc rapidly expands confined air; increased pressure snuffs arc. Contacts are *vertical* dust-safe design; twin-break contacts further minimize arcing.



Cutler-Hammer, Inc.—Milwaukee 1, Wisconsin

CUTLER-HAMMER ★★★ MOTOR CONTROL

Moving Day Melodrama

Heidt Electrical Supplies, Inc., Linden, N. J., has joined the swelling ranks of those who have outgrown their existing facilities and were forced to relocate. To Heidt and to those hundreds who have experienced the same headaches, problems — and satisfaction, this piece is demurely dedicated

When Heidt thought of moving
The idea was a dandy;

The place was picked out
The location was handy

Heidt Electrical Supplies, Inc., Linden, N. J., just got too big for its britches. Started in 1949, the company expanded so much that it had to rent additional warehouse space in a garage three miles away. It considered building an addition to the present plant, but that would only be a stop-gap measure. Finally it decided to build a much larger office and warehouse just outside the heart of the Linden business section. Besides being more centrally located, the new Heidt headquarters offer better parking and shipping facilities, and 7,500 sq. ft. as compared with 3,500 sq. ft.

But a move without planning
Like a house that lacked wiring

Can never be finished
Without much backfiring

Six months before the move actually took place, "Ed" Heidt, along with his son Bob and the rest of the management crew began tackling the thousand and one problems that are inherent in any moving schedule. They drew up a schematic of the new warehouse floor plan showing where the bins would be located. They set up a schedule of moving dates and informed their customers and suppliers of these dates. They contracted for "U-Drive-It" trucks and for the extra help that would be needed. They laid out a moving-day program and delegated responsibility.

So they set up a system
And planned as they ought;

Some theories worked fine
Some went for naught

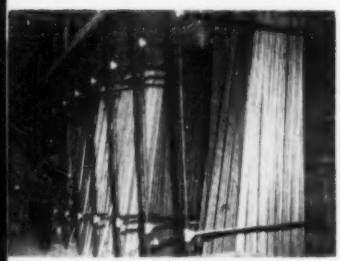
The system for the day of moving was this: The warehouse would be first to move, the office last. Two crews would be used. One in the old building, ripping down bins and packing merchandise. The other crew in the new building, setting up bins, unpacking and re-binning.

The system went fine for a while, later buckled a bit under the strain of a temporary bottleneck. The problem: The crew in the new warehouse couldn't keep up with the fast pace of those in the old place. Merchandise kept piling up on the floor. *(Continued)*

The day of the move
Saw the new place outfitted;

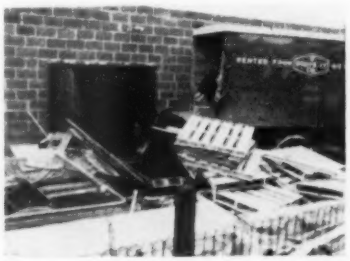
The old house? It looked like
A cyclone had hit it

The finishing touches were being put to the new office area the same day that finishing touches were being put to the old warehouse. Working against time, the crew at the old address literally shook the foundation from its roots as they wielded crowbars, hammers and hatchets, prying loose row after row of bin stalls and dragging them to waiting trucks. Boxes and crates of merchandise, waiting on trucks for shipment across town, lay strewn on the tables and floor in the busy shipping department. By nightfall, the warehouse was cleaned out.



The wire, the fixtures
The pipes were stacked up;

The cable, the conduit
Even refuse backed up



All the bulky material from the garage annex was shipped to the new warehouse a week before the moving day. Most of the large items that weren't needed in the old warehouse were also shipped out ahead of time. These were stowed away in newly-built racks and stalls. Even with this advance shipping, traffic areas in the old house were clogged with broken bin shelves, pallets, empty boxes and other refuse. Finally, the junk was collected and piled up outdoors to the far side of the shipping platform—out of the way of everyone.

But everyone pitched in
To stop those time losses;

The shippers, the salesmen
Even the bosses

Besides the regular office and warehouse personnel and the seven additional movers Heidt hired for the job, about six manufacturers salesmen showed up to help in the move. Some packed and re-binned their own products, others were "drafted" to load and unload trucks. Each man in the regular crew had his own specific job to do and there was hardly any overlapping. "Ed" Heidt and son Bob donned work clothes and pitched in. Mr. Heidt worked 42 successive days without a letup during the drawn-out moving period.

As each bin was torn down
And "U-Drove-It" away

It travelled across town
To be used the same day

One of the larger "U-Drive-It" trucks hired for the moving operation was used to transport the towering one-piece bins. Aisle after aisle was shipped this way and set up in the new warehouse. The plan to re-use all existing bins was a cost saver. Cubic-foot-wise, there was room—and a need—for about 45% more bin space. Only a few new bins had to be built to fill that need. They were installed before the move. After minor repairs, the old bins were set in place as they arrived in the new stockroom. These were immediately filled with incoming merchandise.

The small stuff was shipped
So neat, that in fact

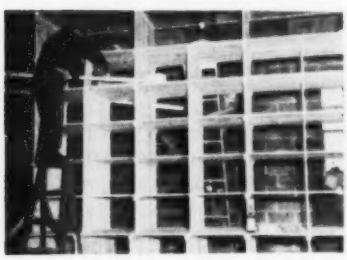
When it reached the new warehouse
It was re-binned intact

As each bin was emptied and carted away, the merchandise in it was packed and stowed in trucks. When the trucks were filled, they were shipped to the new quarters. There it was unpacked by a waiting crew, checked and re-binned in a designated aisle. Sometimes material would back up and lay in piles on the floor. But by the end of the day, all items that were shipped were collected and placed in their proper bins. Later it was checked and entered on the inventory control sheets showing amount and location according to aisle, bin and shelf number.

They moved on a weekend
It could've been Christmas

Cause Heidt didn't lose
Even one hour's business

The initial moving date was pushed up about a month to a long holiday weekend in February. Starting Saturday, the crews emptied the warehouse. On Sunday, they moved the office and city counter. Monday was mop-up day. By Monday night, the old building was just a skeleton. By Tuesday, they were in business again. Dual telephone service was maintained over the weekend. Customers were hardly aware of the move and there was no loss of business. Deliveries were hampered but emergency service was maintained even during the height of moving operation.



The move wasn't all work
And no time for play;

The drinks were passed out
For a pleasant delay

Full-time crews worked from early morning on into the evening tearing down, building up; packing, unpacking; loading, unloading. To say that they hustled to finish the actual moving job over the weekend would be a glaring understatement. To break up that whirlwind pace, Heidt prompted frequent rest periods and bull sessions. Coffee and cake were brought in, home-made chowder was served. Other assorted refreshments were passed around to make those short rest periods a little more congenial, a little more pleasant.

So now that they've settled
And forgotten their pain

Would they do it all over?
NEVER AGAIN!

It took about a month to get into the swing of working in new surroundings. The office, least disturbed of the organization, was first to become adjusted. The warehouse, with the inventory control system still slightly awry, is slowly getting back to the efficiency it lost during the relocation period. But all the problems, the troubles, the pain of moving are now forgotten. The only thing that remains in the minds of all is this one thought: "We feel that it was an opportunity we never wanted to miss. Still we'd never want to move again—not for a long time."

By Hilliard Graham

When it comes to selling electric housewares, have you got . . . A Stock in Trade or

APPLIANCE jobbers* have poor prospects for a continued profitable volume business—unless they begin selling ideas instead of merchandise to their dealers.

There is nothing new about the art of selling a merchandising idea before asking for an order, but many manufacturers agree it is still news when this art is practiced by the appliance jobber.

Particularly, in the highly competitive metropolitan areas, through lack of "idea selling," price has become paramount and lower wholesaler profit margins the rule.

Exclusive lines—the dream of many a jobber—are too few and far between. Most jobbers are too small. If they are large enough, they do not want to concentrate sufficient effort to provide the coverage the manufacturer needs; or they want the advantages but not the responsibilities the manufacturer must impose upon them. They will not assume the inventory loading and pressure tactics the manufacturer might employ. Through evolution, multiple distribution of electrical housewares has resulted.

Now, Mr. Jobber, your competitors have the same lines you do! Your salesmen tell you how competition is rebating on purchases or offering an additional 5 per cent or 7 per cent, how another is making tie-in deals . . . until you must wonder if it isn't time to join the crowd and change your policies about maintaining price and staying legitimate.

After all, you're not a policeman—or a crusader. . . . There is no "dealer loyalty" anyway. . . . Maybe you should start a wholesale-retail deal and put out a catalog or canvass your industrial accounts if you sell apparatus and supplies. . . . Or maybe you should get out of the appliance business altogether and start selling something else. . . . If you've been thinking about retiring, maybe now is the time.

*As contrasted with appliance distributors.

If these thoughts have entered your mind, don't listen to yourself; get a grip on yourself. The best, most profitable and longest road is still open to you and it gets wider and smoother as you travel it. Stop being just a jobber; be a distributor.

• **As Night and Day**—There is a real difference between the two. The difference? A jobber carries and peddles goods. He takes orders. He satisfies a demand, if there is one. A distributor merchandises; he creates demand. He talks to his dealers in terms of selling rather than buying.

A genuine distributor keeps asking himself and his manufacturer, "How can I help my customers sell more of the merchandise I want to sell them?" With this approach to the problem of selling, he lifts himself above the peddling class, out of a price situation where the low man on the totem pole today is the top man tomorrow. When a dealer talks price, a distributor talks about how to sell and is able to ask the dealer, "What would you rather have, merchandise on your shelves at more than normal profit to you . . . or goods continually flowing off the shelves at normal profit because I am helping you through my promotional assistance and merchandising suggestions to move it?"

The answer is obvious. It is simple arithmetic for the dealer. A 6 or 7 times turn at 36½ makes more for him than a 2 or 3 times turn at 42 to 45 per cent gross profit.

Naturally, you can't do this with a dealer who doesn't understand what merchandising is, and you can't do it without the assistance of your manufacturers who do understand and are probably eager to find a real distributor in your locality where promotional moneys can be spent *intelligently* and *legitimately!*

Help your manufacturer stay on the right track. From now on, view every selling plan the manufacturer out-

The jobber offers the dealer the same goods, the same prices and the same "prompt" delivery. But the distributor adds intelligent merchandising. A promotional approach is his stock in trade.

Just Stock in the Warehouse?

lines with the perspective of the dealer and the consumer.

Discourage expenditures for sales contests for your own sales force. These don't help the dealer sell or attract the consumer. Chances are your salesmen get a bigger kick out of re-orders than contest prizes anyway.

Discourage the manufacturer with a loading plan. Bakers dozen deals, 6 for 5 offers, or extra profit or bonus offers don't help the dealer sell more goods. They don't attract the consumer.

Remind the manufacturer that a promotional plan for the key accounts and their subsequent advertising doesn't bring business into the dealer, unless he has a merchandising plan to tie the dealer in, in some way.

Tell your manufacturers that national advertising is great but by itself it means little. Ask him what his plans are to merchandise his national advertising at the local levels to help the dealer attract the consumer to his store.

Yes, become a distributor, a merchandiser. Take the dealer's point of view in order to give your distributor salesmen the kind of ammunition they need to talk to their dealers about creating traffic, stimulating consumer interest and making more sales to more customers.

• **What's Needed**—Now with this basic attitude, formulate your own ideas. Ask yourself what your dealers need —better display, co-op advertising, direct mail, catalog help, demonstration, radio, TV-key ads, dealer listing ads, bill enclosures, store literature, telephone canvas, or sales education, product education, or a combination of these things. One leading promotional merchandising house supports its direct mail efforts with planned package promotions coordinating in-store display with door prizes, personal calling cards for retail salesmen and form letters for retail salesmen to send to their friends. This planned packaged promotion even includes the store porter.

Ask yourself how important it is to have the dealer believe you are trying to help him—whether or not you are immediately successful. Strengthen your customer ties by learning more of your customer's problems in order to make individualized suggestions. Build promotions. Help him to stage an open house, sale event, circus, carnival of values, coffee klatch, or what have you.

• **Partners**—Imagine the impression and loyalty you will build as the dealer begins to realize he has a partner who only wants to sell him what he himself can sell, who understands that with your help he will sell more than just the goods you can sell him, and that you're darned glad about it!

This is the stuff out of which a distributorship, rather than a jobbing business, is made. This is the basis for good, intelligent, sincere and honest promotional selling that sells the consumer—the king of all of us who sell for resale.

In addition, a distributor who helps his dealer sell and promote offers his manufacturer a fundamental necessity—the flexible application of merchandising ideas and plans at the local level that no manufacturer can foresee in every market and needs so desperately.

Now, you may be a jobber who calls on the same dealer with the same goods, the same prices and the same "prompt" delivery. Unless you offer more, you are reduced to being a peddler and nothing else. *Intelligent merchandising, and a promotional attitude can become your Stock in Trade.* It will move the stock in your warehouse . . . at a greater profit . . . to ever more loyal dealers, who, in return for your continued help, will buy from you and not from your competitors who have only price to offer. After all, a better price—and nothing else—is a hollow promise to the dealer who lives in hope and can die in despair.

What we need is more national thought and planning to put across a certified lighting fixture program and lend authority to the local salesman's pitch, says distributor DiSandro.

Some allowances run as low as $20 on a $10,000 home.

MAN WITH A PLAN

He's Mario DiSandro, of Equitable Electric Supply Co., Pawtucket, R. I., who is proposing a national certified lighting fixture plan that has three aims: to eliminate low fixture allowances, raise lighting standards, and to sell more lighting products

SURE to cause plenty of comment and discussion at the coming NAED convention is the lighting fixture certification proposal offered by Mario Di Sandro, of Equitable Electric Supply Co., Pawtucket, R. I.

Originally submitted to his fellow members on the Residential Lighting Committee, the plan aims to raise lighting standards and fixture allowances especially among speculative and coordinating builders, manufacturers, distributors, lighting engineers, architects and decorators.

"The builders' group," says Di Sandro, "is the most important and has the greatest influence in the residential fixture market. As a rule, this group won't spend any more money than it has to. Some of these fixture allowances run as low as $20 on a $10,000 home. The situation's deplorable if not ridiculous. If they can get away with substandard lighting and still sell their houses there's no hope for improving this unhealthy situation."

• **Inexpensive**—Di Sandro's plan involves comparatively little expense. It suggests designing about six model homes in different architectural styles and price ranges—preferably four below the $15,000 group. The plans will be drafted by architect-members of the American Institute of Architects. The lighting fixtures are to be engineered by recognized lighting engineers, designed by well-known architects and styled by reputable decorators, all members of their respective professional associations and societies.

The lighting engineers will:

• Give technical aid to manufac-

We're not after minimum lighting standards!

turers, architects, decorators.

- Help design and select fixtures for the model homes with an eye to properly engineered distribution curves and correct glass-ceiling level ratios.

The architects will:

- Design model homes and layouts.
- Cooperate with lighting engineers and decorators to select fixtures.

The decorators will:

- Style and help select fixtures to "fit" the various model homes.
- Select wall colors and decor to finish the "light-tailored" houses.

Result: authoritative engineer-architect-decorator backed certification to present to the prospective buyer.

Carrying the idea further, the plan calls for printing of an inexpensive consumer-level sales pamphlet featuring illustrations of the model homes with accompanying light specifications and decorating information. The recognized certification would be greatly emphasized lending more weight to the sales pitch made by the distributor's salesman.

- **Long-Range Plan**—Manufacturers turning out certified lighting merchandise will assure the American home owner of better fixtures, safer lighting levels and "tailor-made" lighting equipment certified to blend skillfully and properly with the home's decor. Manufacturers who share in the program will have a proportionate share of their fixtures incorporated in the design of these model homes.

"But the manufacturers shouldn't be short-sighted and charge as much as the traffic will bear for quick results," says Di Sandro. "This must be a long-range program to raise not only the fixture allowances but the standards of lighting in the industry as well. We're not after minimum standards. We are now in a buyer's market; there are no restrictions to speak of and the distributors have had time to get rid of their 'dogs!'"

The proposal calls for the electrical wholesaler to cooperate with the manufacturer by:

- Cutting the number of lines carried, thus making concentration of promotion efforts more effective.
- Working closely with the manufacturers' certified campaign.
- Organizing an aggressive certified fixture sales training program.
- Working closely with electrical contractors, utilities, Dodge reports and the builders.

Consumer acceptance is easier to get with a national effort.

- Supplementing his advertising budget with manufacturers' advertising.
- **National Authority**—High point of the whole program would be a plaque and certificate which the speculative builder can prominently display and use as a forceful, authoritative merchandising argument. The consumer's eyes would be struck by the message:

THIS HOME HAS CERTIFIED LIGHTING FIXTURES—

ENGINEERED by members of the Illuminating Engineering Society.

DESIGNED by members of the American Institute of Architects.

STYLED by members of the American Institute of Decorators.

"I want to make one point clear," explains Di Sandro. "While local promotions are needed to get this program across, what we need more is national overall thought and planning. We get far better ideas from putting our heads together nationally than locally. And the result, a *national* certified lighting fixture program, could then be more readily adapted to local conditions. To help sell the houses and the fixtures, to raise allowances and standards, the one vital thing needed is consumer acceptance, and it's easier to get with a national effort."

END RESULT—Salesman could use model home specification pamphlet at point of sale to back up his pitch. Authority of literature would help convince customer that the certified fixture is "tailored" to fit into her type of home.

BURTON F. BUCHAN (left), president of Southern States Supply Co., Charlotte, N. C., goes over electrical systems plans with Contractor E. M. Turner to work out knotty engineering problems and compile bill of materials. This distributing firm provides technical assistance to customers knowing that . . .

The Helping Hand Pays Off

By E. Dalton White

IN this day when technological advances are so rapid that a pause for rest is likely to leave you behind the progress parade, more businesses are realizing the value of the engineer and specialist to handle the complicated problems that have become everyday occurrences.

And in this age of specialization, the electrical wholesaler is faced with the same problems as many another businessman. Customers are turning to him for expert advice and unless such advice is forthcoming the chances are that someone else will be found to provide such service.

The importance of this technical know-how cannot be too strongly stressed, for many times it is the success factor in competitive selling. The need for more engineers and technical specialists in the electrical wholesaling industry is being widely recognized. And the demand for such personnel is steadily increasing.

• **Case in Point**—Many of the advantages of staff engineers and electrical specialists can be illustrated in the services being rendered by Southern States Supply Co., Inc., of Charlotte, N.C.

When this firm entered the highly competitive electrical wholesaling field two years ago, it established a two-point policy. First, the firm would be a wholesaler only. Second, the foundation of the company was to be set firmly on customer service, and that included engineering and technical know-how.

Fortunately, the president of the company, Burton F. Buchan, is an electrical engineering graduate of the University of Illinois, and has had wide experience in the electrical trade. Vice President J. Sidney Evans, a graduate architect of North Carolina State College, has been in the business more than 20 years.

• **Headquarters for Help**—Most contractors are not graduate engineers. Practical experience, however, has provided them with a working electrical knowledge. But when there is a need for special engineering and technical advice, they must turn to someone who can give them the right information. And here's where Southern States Supply performs its best service.

It requires specialized and professional skill to design switch and panel boards and lay out complicated wiring and electric circuits. And while most big jobs are blueprinted, there are others in which the contractor will be relied on to lay out the job. Contractor customers of Southern States Supply have learned that they need not hesitate to tackle such a project. They can bring their problems to the company and obtain full engineering and technical advice, a layout and a full bill of materials for their job estimate.

How useful this service can be is seen in a recent situation. After sweating over a big job for several days without much progress, a contractor found himself faced with the deadline for filing the bid. He wanted the job and was well equipped to handle it. But there were certain phases he didn't fully understand. They were complicated and involved much engineering. Finally, he took his problem to South-

Demonstration Is Always the Order of the Day At Southern States Supply . . .

ern States Supply. Here he found the professional services he needed and "in no time," he says, the problems were solved, a bill of materials and prices were completed and he was able to submit his bid before the deadline.

It was a big load off the contractor, but to Southern States it was just another customer service. Such professional service helps the contractor and wins permanent customers.

• **Hot on Heating**—The company's technical and professional talents come in handy in its specialized department of electric heating. It specializes in glass panel, cable and radiant heating, and the Electromode system.

More people in the Southeast are turning to electric heating because of its convenience and cleanliness. This type of heating is rapidly growing in popularity. Promotional activities have been increased and new markets are opening. Duke Power Co. and contractors are referring jobs to the company to engineer the heating requirements. This has enabled Southern States, as a wholesaler, to cement ties with the contractor.

Southern States Supply has gained a good reputation in the electric heating field by stocking all items and accessories needed for complete installations. The company feels that its professional services are not enough. It must be ready to supply promptly the materials and equipment required when the contractor wants them.

• **Other Services**—Charlotte, growing industrially, has its traffic and parking headaches. It's difficult to find a parking spot, and time lost searching doesn't ease tempers. In order to assure ample parking and platform loading space, the company has purchased and converted adjoining property to customer parking. The facilities have attracted new customers to the company, says President Buchan.

The company's inventory and warehouse is also layed out to allow customers to browse through the conveniently displayed and marked stock. Suggestive selling is encouraged, and customers may see items which can be profitably used and are often not thought of when working on plans for a job.

To speed telephone service, all incoming calls are answered by the sales counter, which is equipped to give information on prices or stock on hand. A check on all incoming calls revealed that upwards of 90 per cent are inquiries. Sales counter interception of calls saves time and keeps other company lines clear. Customers get ready answers. Frequently they learn the clerk's name, making it easier to conduct business on a more personalized basis.

Friendly service is followed in promotional activities of the company. In addition to direct mail, the company has a distinctive patented calendar which provides customers with space each day to note important bids, contract lettings, and memos of things to be done that day. As indicated by the number of requests, the calendar is popular as well as useful.

Other promotion items, such as mechanical pencils and knives, are of high quality and serviceability. Each carries the company's name and motto, "See Us For Better Service," as a ready reminder to build good customer relations.

• **Beats the Bushes, Too**—The idea of customer interest and service is carried throughout the organization. Buchan works closely with the salesmen because he doesn't believe in "swivel-chair" sales managers. He and other management personnel get out with the salesmen and call on customers. These visits, he feels, demonstrate the personal interest the company has in the welfare of its customers. This "helping hand" attitude has proved highly effective.

While sound business principles are essential to success, there is another responsibility which Buchan feels strongly about. That is leadership in civic activities for the betterment of the community. In this respect, Buchan speaks from experience. He has been active in civic affairs of Charlotte, has conducted the Lion's Circus, served on the board of directors of the Junior Chamber of Commerce. He has taken part in the Cancer Drive, the Red Cross, Community Chest and similar projects.

AT SALES COUNTER—Sid Evans, Jr. (left), with aid of cut-away model, demonstrates important features of circuit breaker to customer.

IN DISPLAY AREA—Salesman R. E. Mulles (left), makes use of "live" display to show features of door chimes to customer Sam McGinn.

IN WAREHOUSE—Vice President J. Sidney Evans (left), demonstrates switch to Contractor Austin as they tour Southern States' warehouse.

Big supermarket lamp volume results from merchandisers that may . . .

. . . feature "eggs in a basket"

Are You Missing Out On the

Food stores—particularly supermarkets—are the biggest, fastest-growing medium for retail lamp sales. Here's how you can fit into this high-volume, high-profit picture

By George D. Farley

GROCERIES aren't the only items to come under the magic spell of self-service merchandising by supermarkets. Lamp sales, for example, through all types of food stores, have spiralled up to a point where they account for more than 40 per cent of the national total sold by all retail outlets, and are still gaining.

The supermarkets' share is more than a third of that 40 per cent. The rest is about evenly divided between small single grocery stores, serviced by food wholesalers, and the big chains, supplied directly by the manufacturers. According to authoritative sources, there are at least 16,000 supermarkets in the United States today, and they are ideal lamp outlets for development by electrical wholesalers.

They have what's needed for maximum sales: high traffic counts and turnovers, heavy reliance on merchandising and promotion. Supermarkets *live* on national advertising and promotion. They require widely advertised products high in consumer acceptance that will sell on sight.

Today's shopper is no longer primed to go to the electrical store for lamps or to the candy store for magazines when she can buy any one of these and hundreds of other items at *one* point where it's convenient to make the purchase.

• **Fertile Market**—As a lamp outlet, the supermarket offers the wholesaler many potential rewards, though it requires special handling and efforts. By the very nature of the supermarket-type business, lamps are a natural for greater profit per square foot. Self-service, with its free-will choice, emphasizes the importance of nationally advertised brands and of the best merchandising methods for quickest turnovers. More than 68 per cent of independent food stores are now self-service and only 6 per cent are counter serviced, according to a survey by General Electric.

Traffic figures are astounding:

• More than 94 per cent of all the women queried buy some or all of their lamps in self-service stores—chain and independent.

• The average housewife goes into a supermarket 192 times per year, but only 7 times to an electrical store.

• Over 36 per cent of lamps sold to the residential market are bought in food stores and that figure is growing.

• The food store is far and away the main source of lamp purchases and the number sold has grown almost twice as fast as the food business itself.

It's essential that the electrical wholesaler gets his share of this profitable and volume-heavy market to maintain and better his position, lamp sales-wise. As the supermarket lamp trade grows, so should the distributor's share. Those wholesalers who have latched on to the market and become

. . . be one of many located in heavy traffic areas

. . . be concentrated in one department.

Super Market For Lamps?

experts on lamp display, promotion and sound merchandising, have reaped huge volumes and steady high profits.

• **Special Methods Vital**—But the electrical wholesaler can't just decide he's in the business. While the market offers opportunities, it requires special cultivation because of its own nature. Handling of this trade must be geared to its operational needs. For one thing, 60 to 70 per cent of the supermarket's business is done on Friday and Saturday, according to a recent survey made by *Family Circle* magazine. Consequently, the distributor is faced with an acute stocking and ordering problem. The high turnover, crammed into two or three days, necessitates more frequent deliveries by wholesalers—perhaps weekly—and *early* in each week.

Many electrical distributors have set up small truck delivery service to prevent short lamp supplies—the bane of supermarket business. Compared to other items carried, lamps are high-profit merchandise, and adequate supplies are all-important. A supermarket out of lamp stock on a weekend is like Johnny Mize without a bat in a World Series. Sales are lost, wrecking the high turnover operation.

The distributor's salesman can increase sales, cement customer relations and keep out the competition by frequent checking and arranging of stock in various displays. He can check the price cards provided by the manufacturers and suggest new type lamps and better spacing for the many sizes.

• **Planned Space**—Ordering lamps for supermarkets is based on popularity. Among incandescents—the major stock—the 100- and the 60-watt lamps are most popular and consequently allotted more space on the displays. Incidentally, the 100-watt has recently become the most popular in over-the-counter sales. Most manufacturers attribute this to higher light standard acceptance by the consumer. Both types go fast in food stores, and over 80 per cent of all types from 15-watt to 100-watt are sold in units of two or more of the same wattage. *Family Circle's* Reader Report sets the number of bulbs bought at one time in the supermarket at six, with four running a close second. Among the special types, three-ways enjoy a comfortable margin.

To make the most of supermarket-fostered impulse buying, the distributor's salesman has to make sure the store provides enough space for eye-catching merchandising displays. Because the supermarket manager is already sold on *big* merchandising, promotion and advertising, this isn't too difficult. Faster turnover and high profit make the lamp profit ratio per square foot of floor space excellent. The location is important, too. Experience has shown that the best lamp merchandising spots are in the supermarket's housewares sections.

• **Self-Sellers**—Several displays are recommended:

• End gondolas—Placed at the ends of the shelf rows, these are easily set up, highly profitable, effective traffic stoppers. They must be large enough to hold a good supply, yet not obstructive.

• Permanent shelf—Good vertical

What's a Supermarket?

According to Super Market Merchandising magazine, a supermarket is a departmentalized retail establishment having the four basic food departments—self service grocery, meat, produce and dairy—and other departments, having a total minimum sales of $375,000 annually.

Super Market Profile—1952

	No. of Supers	% of total Super Sales	Super % of Grocery Sales
U. S.	16,501	100.00	43.5
NEW ENGLAND	1,018	6.97	41.4
Maine	69	0.45	24.9
New Hampshire	54	0.37	32.5
Vermont	35	0.22	30.3
Massachusetts	554	3.83	48.0
Rhode Island	92	0.64	47.3
Connecticut	214	1.44	38.2
MIDDLE ATLANTIC	3,088	21.01	45.8
New York	1,413	9.44	42.6
New Jersey	710	5.18	66.5
Pennsylvania	965	6.39	40.0
EAST NORTH CENTRAL	3,604	22.63	46.5
Ohio	962	6.37	50.3
Indiana	477	2.87	46.0
Illinois	929	5.31	38.1
Michigan	872	5.93	55.0
Wisconsin	364	2.15	42.6
WEST NORTH CENTRAL	1,558	7.82	37.2
Minnesota	250	1.19	27.1
Iowa	324	1.65	42.8
Missouri	453	2.75	46.5
North Dakota	53	0.17	21.0
South Dakota	83	0.27	29.8
Nebraska	129	0.59	29.0
Kansas	266	1.20	38.8
EAST SOUTH CENTRAL	731	3.91	29.4
Kentucky	174	1.03	29.8
Tennessee	291	1.38	34.4
Alabama	146	0.91	24.6
Mississippi	120	0.59	27.6
SOUTH ATLANTIC	1,768	11.03	39.4
Delaware	24	0.17	32.8
Maryland	186	1.35	38.0
Dist. of Col.	91	0.55	33.3
Virginia	209	1.22	28.5
W. Virginia	94	0.66	24.8
N. Carolina	240	1.43	33.6
S. Carolina	209	1.08	44.3
Georgia	269	1.70	41.3
Florida	446	2.87	63.4
WEST SO. CENTRAL	1,663	8.98	43.5
Arkansas	104	0.44	21.9
Louisiana	252	1.44	47.0
Oklahoma	208	0.96	31.1
Texas	1,099	6.14	49.3
MOUNTAIN	582	3.06	37.8
Montana	65	0.30	28.8
Idaho	70	0.35	36.5
Wyoming	35	0.18	36.6
Colorado	178	1.03	48.5
New Mexico	56	0.30	33.8
Arizona	96	0.51	41.3
Utah	50	0.21	20.9
Nevada	32	0.18	50.7
PACIFIC	2,489	14.59	52.7
Washington	281	1.47	35.6
Oregon	145	0.84	28.9
California	2,063	12.28	59.4

Source: Super Market Merchandising

shelf displays using two or more shelves will also sell lamps all year. Packages of two and four lamps as well as singles are recommended for this type to encourage multiple lamp sales.

• Check-out counters—Many supermarkets use check-out counter displays for the ultimate in impulse and "reminder" buying. Properly mounted, they result in many last-minute high profit sales.

• Temporary promotion display—During national advertising-radio-TV promotions, displays can be set up in any part of the supermarket to capitalize on tied-in consumer interest. Best selling units for this type display seem to be the four-lamp packs.

The merchandising job done by a supermarket lamp display depends on its size and appearance. The wholesaler's salesman must be sure that the display will hold enough lamps for the big sales weekend—Friday and Saturday. That means at least 1000 bulbs per display, preferably more.

To do a thorough job of selling and servicing the supermarket, promotion has to be employed but *good*. The promotion-conscious supermarket manager must be completely informed on the promotion, and so the distributor's salesman must be an expert on the subject to make himself understood.

• **Promotions Pay**—The lamp manufacturers, in addition to regular heavy national consumer advertising, put on special all-out promotions in early spring and fall to tie-in with house cleaning and back-to-school. Some January promotions capitalize on the long winter nights and after-Christmas-holiday lamp burnouts. Plenty of promotion and suggestion booklets are also available to help the wholesaler's salesman to sell the supermarkets. Promotion results have been surprising. Where salesmen have stocked supermarkets, set up displays and explained special promotions in advance, the supermarkets have been able to take full advantage of the post-promotion customer rush. The supermarkets want to know what displays are available, how to tie them in with advertising, and specifically what advertising backs up each promotion. The distributor's salesman has to be prepared!

Many electrical wholesalers have become aware of the growth potential of supermarkets as lamp outlets. Others are taking another look with a view to getting their fair share of the highly profitable market.

It's worth considering.

1953 Electric Housewares Campaign

Distributors Can Make It Roll

By G. W. Orr

Chairman, Sales Promotion Committee
Electric Housewares Section
National Electrical Manufacturers Association
and Sales Manager
John Oster Manufacturing Co.

THE spring drive is on! And away we go towards that billion dollar goal! But the only ones who can really shift the Electric Housewares Gift Campaign into high gear are the distributor and his salesmen. If they get up enough merchandising momentum, electric housewares can win the 1953 race for the consumers' dollars. For sales acceleration, there's a mighty $5,000,000 engine under the campaign hood—that's the tie-in with manufacturers' national advertising. The high-test fuel provided by the "Spring Sales Planner," permanent decal and display streamers packs plenty of promotional power into the whole program, giving the distributor and dealer a vehicle that can take them right up that billion dollar road in record time.

Last year, the distributor and his salesmen put 35,000 dealers "behind the wheel" of the billion dollar bandwagon—and sales zoomed to more than $600,000,000! The amazing thing about this fireball performance is that it was accomplished under normal track conditions—there was no free-wheeling ride spurred by pent-up post-war purchasing or Korea-inspired scare buying. A lot of the extra horsepower we harnessed in 1952 came directly from the Electric Housewares Gift Campaign. The new, streamlined 1953 model—with over 50,000 dealers expected to take a spin in it—can move us all even farther, even faster.

The ignition key to the success of the gift campaign is the distributor salesman. Here is a 14-point plan he

(Continued on page 86)

More Benefits Make It Better

By S. G. Fisher

Chairman, Electric Housewares Section
National Electrical Manufacturers Association
and Director of Sales
Electric Housewares Division
Landers, Frary and Clark

THE 1953 Electric Housewares Gift Campaign offers distributors more benefits because it has more benefits to offer.

First, electric housewares manufacturers will spend about $5,000,000 in national magazines which will multiply the promotional impact of the campaign on consumers. The 1953 theme, "First Gift Choice—Electric Housewares," will be featured all through the year in manufacturers' national advertising and publicity reaching more than 60,000,000 shoppers every month. Dealers will tie-in and cash-in by starring the same gift theme in local advertising and display for pay-off power right at the point-of-sale.

Second, a permanent 3-color decal embodying the campaign theme for dealers' doors and windows to establish stores as gift headquarters for electric housewares. A constant reminder to customers of the beauty and utility of electric housewares as first choice for gifts, this distinctive display device creates complete campaign continuity at the community level and enables dealers to share in the traffic-building benefits of the $5,000,000 exploitation expenditure by the manufacturers who are members of the Electric Housewares Section of the National Electrical Manufacturers Association.

Third, a streamlined "Spring Sales Planner" to make it easier for dealers to participate in the electric housewares promotion program by using a tested step-by-step technique to outline every phase of the gift campaign. De-

(Continued on page 87)

cash-in with this new COMPLETE TIE-IN
NOW
you can cash-in on the new
FIVE MILLION DOLLAR GIFT CAMPAIGN
for
ELECTRIC HOUSEWARES
in 1953
...with this new logo
cash-in with these new FREE DISPLAY HELPS
cash-in with the new FREE AD MATS

Distributors Can Make It Roll cont.

can use to advantage as a spring sales starter:

1. Help dealers establish their stores as gift headquarters for electric housewares by putting permanent decal on doors or windows.

2. Help dealers add color and conviction to their windows and interior by suggesting they display the free gift-occasion streamers.

3. Help dealers' advertising move more merchandise by getting them to use the free admats of actual items, special headings and gift theme logos.

4. Help dealers turn lookers into buyers by checking to see if fact-packed selling signs crown every electric housewares display.

5. Help dealers add the sales appeal of pretty packaging to every electric housewares item by inducing them to offer a gift wrapping service.

6. Help dealers save uncertain sales by prescribing the remedy of electric housewares gift certificates and showing them how it creates twice the traffic—the person who gives plus the person who gets.

7. Help dealers install front door displays to stop more traffic and start more sales.

8. Help dealers set up self-service sections to stimulate more impulse buying and reduce selling costs.

9. Help dealers check electric housewares stocks frequently to make sure that every sale can be closed quickly and economically.

10. Help dealers use the "Spring Sales Planner" as a practical promotional guide to greater gift sales.

11. Help dealers merchandise adequately for every gift-selling opportunity—Mother's Day, Father's Day, June Brides, birthdays, anniversaries, graduations.

12. Help dealers cooperate in city-wide electric housewares promotions for deeper penetration of the gift sales potential.

13. Help dealers set up and select electric housewares windows for submission to both national and local display contests.

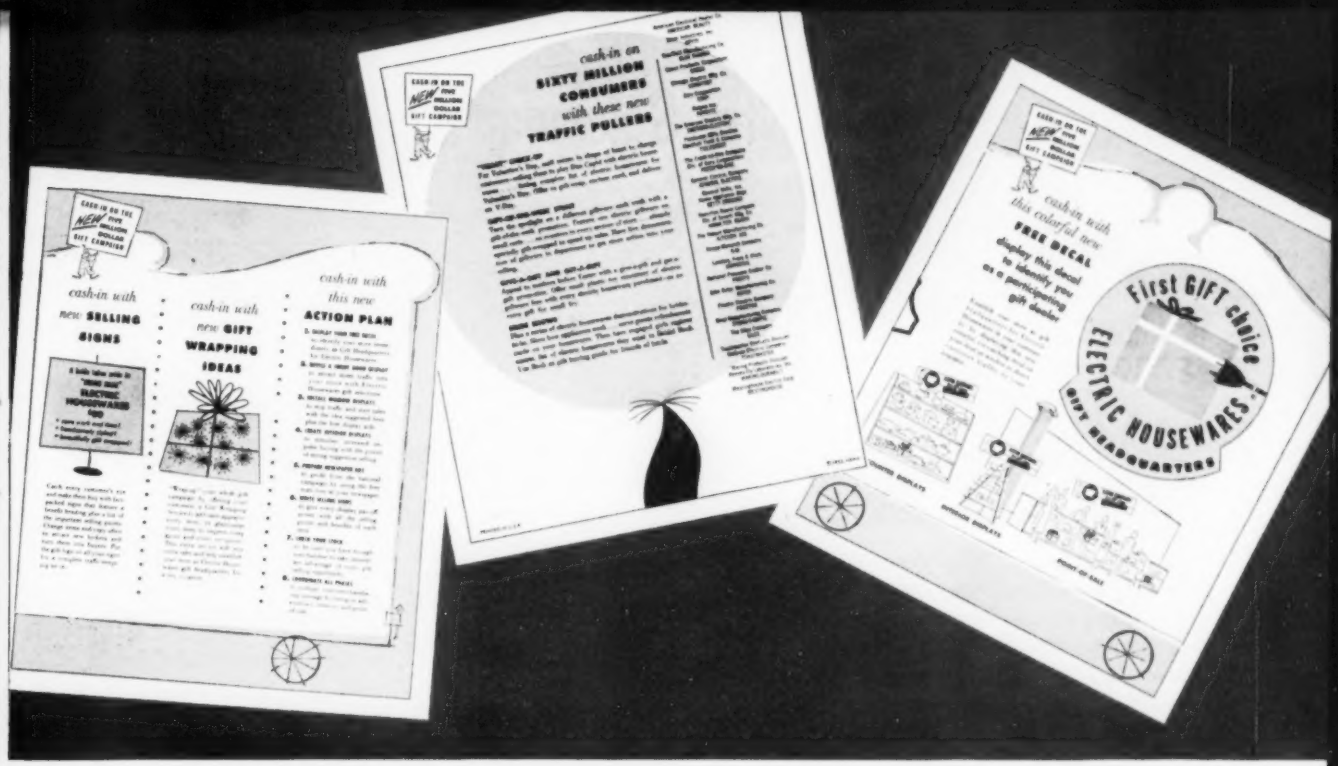
14. Help dealers educate sales people on the importance of electric housewares as gifts all year-'round and encourage incentive awards for results.

Thousands of dealers have learned, during the past four years, that the electric housewares campaign is the sparkplug that gives them the opportunity to attain normal mark-up even when competition creates hard driving conditions—because gift buyers are not, as a rule, price shoppers. That means more mileage in profits 12 months of the year.

The area committee, electrical league or light and power company is usually the king-pin in the local promotional program. One of these three will be the organization which will distribute the 1953 Electric Housewares Gift Campaign materials in any given community. It is important for the distributor to work with them—because only the distributor can give them the facts they need to roll smoothly and swiftly.

This year, step on the promotional pedal for all these selling opportunities:

- April—153,000 weddings, 459,000 showers, 3,000,000 anniversaries, 8,000,000 birthdays. That adds up to 11,612,000 selling opportunities—plus Easter gifts!
- May—173,000 weddings, 518,000 showers, 3,391,000 anniversaries, 8,500,000 birthdays. That adds up to 12,583,000 selling opportunities—plus Mother's Day gifts and graduation gifts!
- June—223,000 weddings, 670,000 showers, 4,380,000 anniversaries, 8,900,000 birthdays. That adds up to 14,174,000 selling opportunities—plus Father's Day gifts!


cash-in with new SELLING SIGNS
cash-in with new GIFT WRAPPING IDEAS
cash-in with this new ACTION PLAN
cash-in on SIXTY MILLION CONSUMERS with these new TRAFFIC PULLERS
cash-in with this colorful new FREE DECAL
display this decal to identify you as a participating gift dealer
First GIFT choice
ELECTRIC HOUSEWARES
GIFT HEADQUARTERS

More Benefits Make It Better cont.

signed for effective use by all stores, large or small, the "Spring Sales Planner" is packed with practical ideas for advertising, window and interior display and point-of-sale presentation plus potent traffic pullers, a detailed timetable for promotion action and a check-list to facilitate the follow-through that means extra sales, extra profits.

Fourth, a simplified ad mat package—with actual item illustrations, special seasonal headings and gift theme drop-ins—has been distributed to more than 800 newspapers from coast to coast to implement the "Spring Sales Planner" in local dealer advertising.

Fifth, eye-catching 3-color streamers—to dramatize such important gift-selling seasons as Mother's Day and June Brides—to help dealers create more telling, more selling window and interior displays.

Sixth, a 1953 display contest to stimulate more electric housewares windows by offering national recognition to retailers who enter the competition. Photographs—snapshots will do—of electric housewares display must be sent to Contest Editor, Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, New York, not later than July 15th.

Seventh, specific "Plans For Action" have been sent out to all branches of the electrical industry—manufacturers, distributors, area committees, electrical leagues, light and power companies—to serve as blueprints for more business.

Eighth, the distribution of the gift campaign promotion material has been speeded by bulk delivery to local area committees and electrical leagues in cities across the country. These focal local groups will disseminate the decals, "Spring Sales Planners" and display streamers directly to the distributors, electric light and power companies and dealers in their own communities.

Ninth, more dealers participating in the 1953 Electric Housewares Gift Campaign means more sales for everybody concerned. From only 5,000 dealers taking part in 1950, the promotion program has grown until 35,000 dealers participated in 1952. Over 50,000 dealers are expected to participate in 1953 to make this the greatest gift campaign in electric housewares history.

The 1953 Electric Housewares Gift Campaign can move more merchandise and produce more profit than ever before if the wholesale distributor will:

1. Enlist the enthusiastic support of his salesmen for the promotional program through regular "picture- painting" meetings.
2. Develop a "Plan For Action" for dealers, based on the "Spring Sales Planner," to chart the course they can set for increased sales.
3. Arrange a contest among distributor salesmen—and dealers—to rouse and reward their best efforts.
4. Set up a dramatic electric housewares display in his own place of business featuring the 1953 theme and free materials to demonstrate their effective use.
5. Make periodic dealer mailings reminding them to tie-in and showing them how to cash-in by reporting specific success stories.
6. Look for every possible use of the 1953 Electric Housewares Gift Campaign theme in all cooperative advertising.
7. Join in a concerted drive with other electrical distributors to saturate the area with advertising and window display.
8. Create a quota system for salesmen as a practical procedure to stimulate their enrollment of dealers in the campaign.

WHAT makes a Star Salesman . . . a Star?

Bob Brown . . .
star wholesaler's salesman . . . **had a special knack** for associating things—particularly sales opportunities. For example, when he looked at this picture he remarked to himself: "I can see 50 thousand dollars worth of lighting sales in this job."
An ordinary salesman would have been less imaginative. Obviously the job didn't cost a nickel over a thousand bucks. But as we pointed out, Bob Brown was no ordinary salesman. He was a star. Yeh, he knew how to associate and project sales opportunities . . . make 'em produce.

So now you ask, what gave Bob Brown this vision . . . this idea that a relatively small lighting job could be pyramided into 50 G's worth of sales?

The answer is easy.
Bob Brown had heard about the LIGHTING COMPETITION FOR ELECTRICAL CONTRACTORS. And in a flash he saw the possibilities it held for building his sales.
He figured this way:
"If I can get my contractor customers to enter some of the lighting jobs they sold in the COMPETITION I can benefit two ways. First, I'll be showing the kind of personal interest that will cement our relationship . . . put me in real solid.
In the second place, if I get them to enter several jobs each, one is bound to win an award (there are 18). If one of my boys wins, he'll be 'king-pin' lighting contractor in this area—which will make me the 'king-pin's' favorite salesman."

And that's how Bob the star salesman figured he could turn a small lighting job into 50 thousand dollars (or more) worth of business for himself.

Bob sent away for copies of the COMPETITION rules brochure and entry form, which he's distributing to his contractor customers and prospects (Bob believes it's a good gimmick to help turn a prospect into a customer). He's also making sure that the contractors follow-through.
"After-all," he remarked, "the more entries I can get them to submit, the greater my chances are of having a winner."
That's the kind of thinking that makes a star salesman a star.
Are you a star salesman? Would you like to be a star salesman? Easy does it. **Use this coupon** to order rules brochures and entry forms for the LIGHTING COMPETITION FOR ELECTRICAL CONTRACTORS. Then follow-through.

ELECTRICAL CONSTRUCTION AND MAINTENANCE
A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET, NEW YORK 36

Lighting Competition Chairman
ELECTRICAL CONSTRUCTION AND MAINTENANCE
330 West 42nd Street, New York 36, N.Y.

Dear Sir:

Please send me a copy of the Rules Brochure and____Entry Forms for the LIGHTING COMPETITION FOR ELECTRICAL CONTRACTORS.

NAME _____

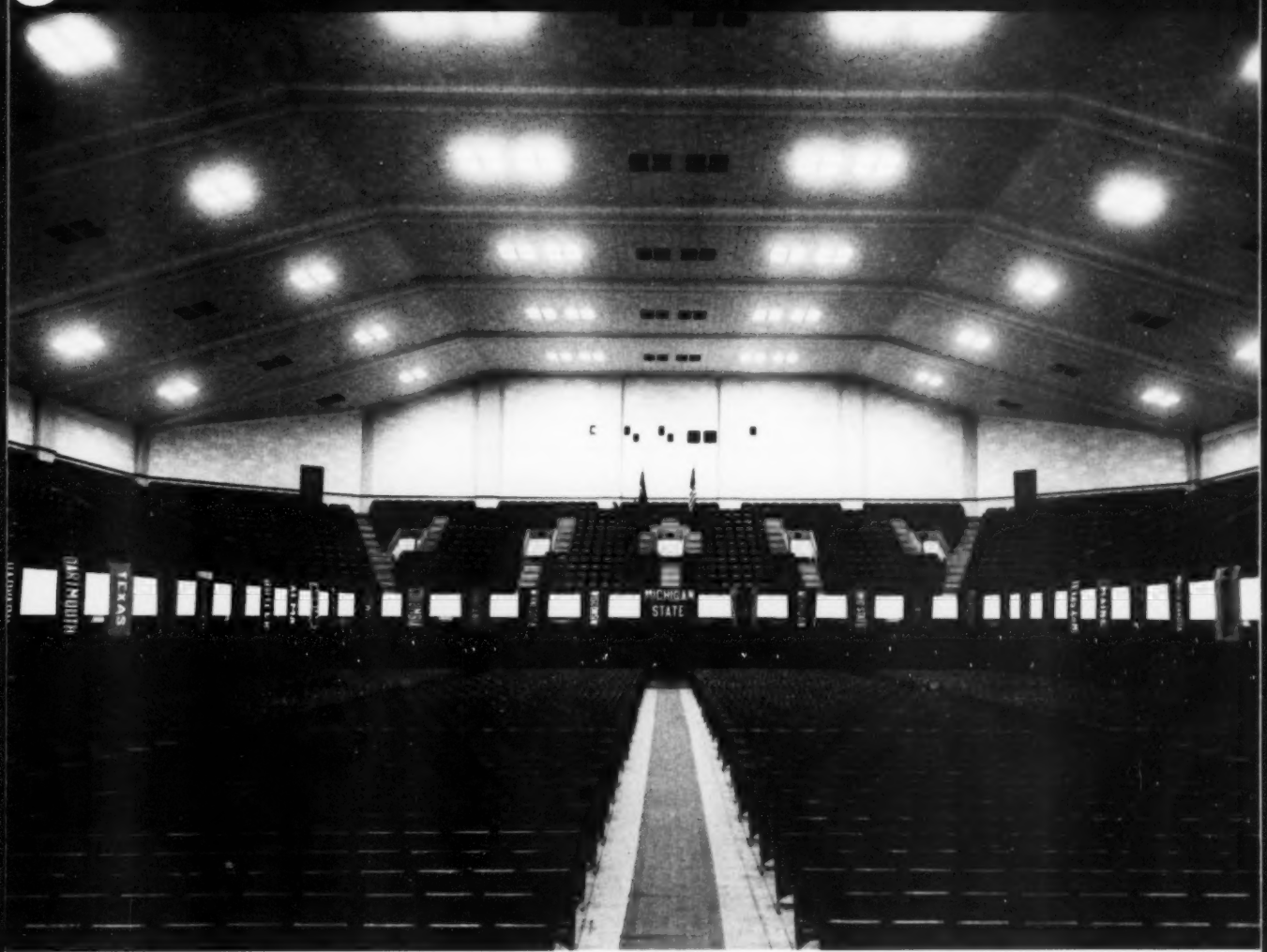
COMPANY _____ TITLE _____

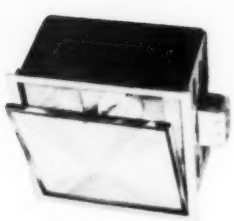
ADDRESS _____

CITY _____ ZONE _____ STATE _____

KIRLIN - A. I. Architects file, 31 F.

KIRLIN *Recessed* LIGHTING



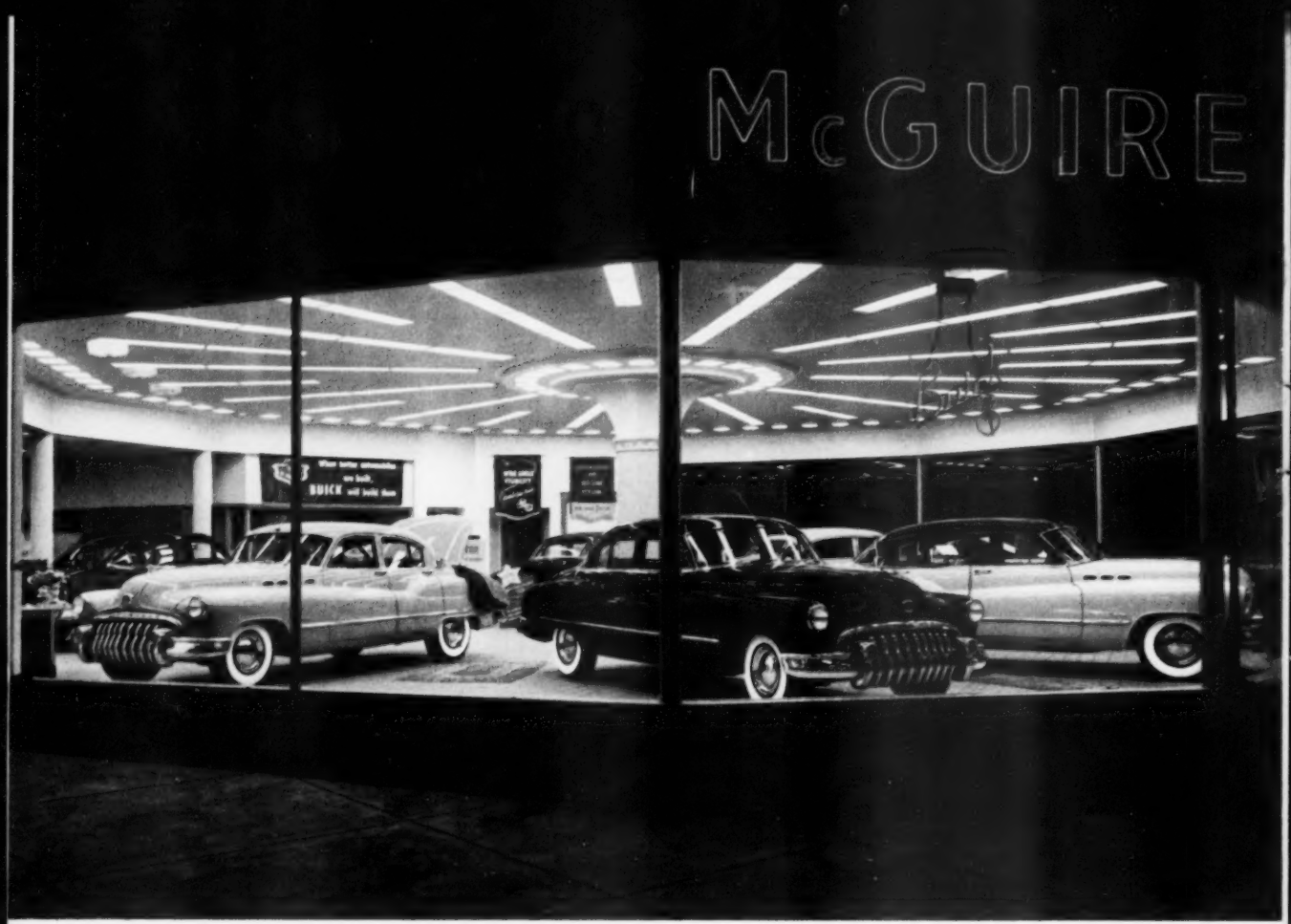


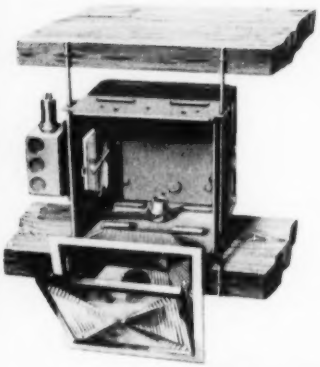
Delivers Greater Lighting Efficiency

due to Alzak glass-surfaced aluminum reflectors and KIRLIN prism lens.

There are many advantages when the Kirlin Method is used. There is more useful light from the lamps—a wider distribution of light rays—fixtures can be re-lamped from above the ceiling. Lighting maintenance costs are less.

USE THE KIRLIN METHOD FOR HOMES • OFFICES • PUBLIC BUILDINGS





Installation costs are less with Kirlin fixtures. Regular building wire, such as rubber covered, is run direct to exclusive heat-insulated junction box. No asbestos wire is needed.

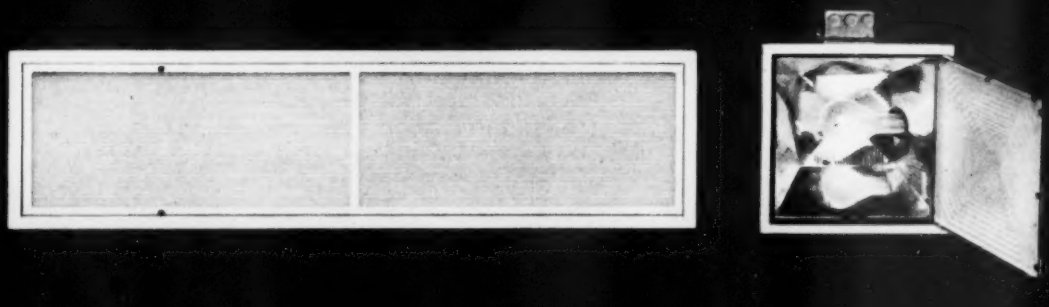
- Made in all sizes—square or rectangular—and in Fluorescent.
- Hinged rust-resisting doors in die cast frames suitable for outdoor locations.
- Wide-angle or concentrating lens.
- UL and IBEW Labels.
- In stock at leading wholesalers.

Installed cost is less than cheap units!

WITH THE Kirlin METHOD NOTHING DANGLES FROM THE CEILING TO COLLECT DUST, AN IMPORTANT FACTOR IN THE HOME OR OFFICE AS WELL AS IN PUBLIC BUILDINGS.

THE *Kirlin* CO.

3435 E. Jefferson Avenue • Detroit 7, Michigan
Representatives in 28 principal cities.



Put *Z-O-O-M* into your sales with ILGJET quiet air circulators!

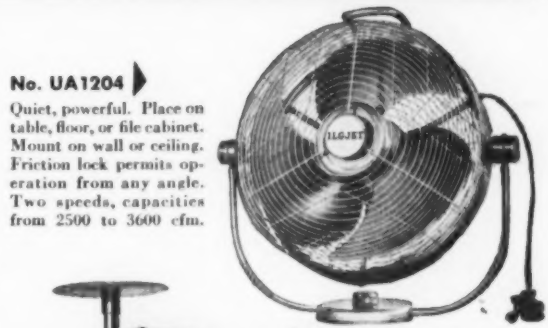
by P. D. BRIGGS, *Vice-President and General Sales Manager, Ilg Electric Ventilating Co.*

HOT weather comfort for workers is of paramount interest to management . . . and to labor! It's the answer to efficient workmanship, more agreeable relationships, higher morale, and lower labor turnover.

That's why sales of circulating fans to business and industry have been mounting fast. No doubt your experience shows that sales to business organizations usually amount to not one, but several fans on each order.

If you haven't benefited from this increasing demand for air circulators, get into the rush this Summer. You can sell these portable, self-contained, plug-in ILGJETS for relief from intense heat in hot spots, confined areas, and hot-air pockets in factories. You can sell them for cooling workers on the production line, for hot-weather use in cafeterias, for comfort of office workers. Stores, garages, laundries, dry cleaners, office buildings—offer unlimited opportunities. And we have two wonderful models (not shown) for homes which were complete sell-outs in 1952.

Your best bet is to explore these possibilities early, make deliveries in advance of competition, then have a substantial reserve stock for the flood of orders you'll get when the first heat wave strikes. Check your nearby ILG Branch Office—work out a suitable inventory schedule—then get your orders in for prompt shipment.



No. UA1204

Quiet, powerful. Place on table, floor, or file cabinet. Mount on wall or ceiling. Friction lock permits operation from any angle. Two speeds, capacities from 2500 to 3600 cfm.

No. 1274U

All advantages of "Q" wheel design. Mount on wall, ceiling, or table. Bracket permits operation from any angle. Two sizes, capacities from 4950 to 8400 cfm.

Nos. 1274, 1334

Powerful, quiet fan mounted on rugged, adjustable-height pedestal. Easily moved wherever required. Two models—capacities from 4950 to 8700 cfm.

ILG knows ventilation!

ILG ELECTRIC VENTILATING CO.

2822 N. Crawford Ave., Chicago 41, Illinois

MW
midwest
MODERN
FITTINGS
Midwest Electric Mfg. Company
MANUFACTURERS OF ELECTRICAL WIRING PRODUCTS
1039 W. WALNUT STREET
Chicago 12, Illinois

perfect picture of profit

U.S. Security *Rubber* Tape is unbeatable for perfect splicing when used with U.S. Security *Friction* Tape.

QUALITY PRODUCTS OF

U.S.RUBBER
SERVING THROUGH SCIENCE

U.S. Security sells quickly and easily, pulls in solid profits because it has *stronger* selling points. Security has a strong grip, has high-dielectric strength and will not ravel. Its high-tensile, straight-tearing fabric is free from dangerous pin-holes. Dealers and contractors everywhere prefer Security for electrical and general-purpose jobs. Have you enough Security in stock?

UNITED STATES RUBBER COMPANY

TAPE DEPARTMENT • ROCKEFELLER CENTER, NEW YORK 20, N. Y.

Why Trumbull Distributors

WITH

FLEX-A-POWER

Every new plant and multi-story building is a prospect for Flex-A-Power, and Trumbull Distributors have an inside track in the sale of busways:

- Because Trumbull has the reputation, experience and acceptance in this growing field.
- Because low voltage distribution requirements just don't come too tough to be handled perfectly with a combination of four different types of Flex-A-Power busways.
- Because Flex-A-Power provides greater operating efficiency today, *plus* complete freedom for future changes of layout, additional load, structural changes.
- Because Flex-A-Power is a guarantee against costly down-time.
- Because this superior system often costs the customer less, installed, than conduit and wire.
- *And Remember,* a Flex-A-Power sale opens the door to the profitable sale of safety switches, panelboards and other electrical control equipment.

Does your sales force know its stuff on Flex-A-Power? Your Trumbull salesman has the visual training tools to give your people a sound, basic, working knowledge of Trumbull Distribution Systems in less than an hour's time. Ask him next time he calls, or write us for more details.

New 14-acre plant of Hamilton Standard Division, United Aircraft Corporation, incorporated a complete Trumbull Flex-A-Power electrical distribution system, which helped to effect a major move with minimum loss of production time.

Electrical Contractor: Lord Electric Co., Boston
Distributor: Graybar Electric Co., Boston

Architect: Albert Kahn, Inc., Detroit
General Contractor: Turner Construction Co., Boston

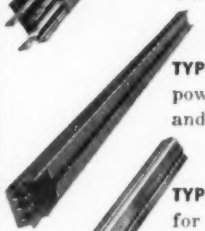
have the edge

Quick Facts

About 4 types of Flex-A-Power which, in combination, will meet almost any low voltage distribution requirement.

*TYPE LVD. For high capacity feeder applications, or as a riser in multi-story buildings carrying high currents over long distances, with low voltage drop. 600-4000 ampere ratings, 2-, 3- and 4-pole and 3-phase, 4-wire solid neutral, 600 volts.

*TYPE FVK. Operates like a panelboard running the length of the plant. Power outlets at one-foot intervals, tapped by Flex-A-Plug fusible switches or breakers. 225-1000 amperes, 2- and 3-pole and 3-phase, 4-wire solid neutral, 600 volts.



TYPE TK. A heavy-duty trolley busway, brings *mobile* power to production lines, hoists and cranes. 100, 200 and 400 amperes, 2- and 3-pole, 600 volts.

TYPE LTG. A plug-in and trolley busway, unmatched for lighting systems. Individual lights or entire systems can be rearranged with plug-in ease. Portable tools enlarge their usefulness by means of LTG plugs or trolleys. 50-amperes, 2-, 3- and 4-pole, 300 volts.

**Aluminum busbars optional.*

OTHER RECENT
FLEX-A-POWER INSTALLATIONS

SHAMROCK HOTEL,
Houston, Texas

UNITED NATIONS BUILDING

SEALED POWER CORPORATION,
Rochester, Indiana

GIMBEL'S MILWAUKEE STORE

HOTEL ROOSEVELT,
New Orleans, Louisiana

UNIVERSITY OF WASHINGTON
MEDICAL SCHOOL,
Seattle, Washington

REMINGTON RAND
LABORATORY,
Norwalk, Connecticut

STANDARD KNAPP DIVISION,
Emhart Mfg. Company,
Portland, Connecticut

CANDLER BUILDING,
Atlanta, Georgia

HARTFORD FIRE INSURANCE CO.,
Hartford, Connecticut

CITY NATIONAL BANK,
Houston, Texas

TRUMBULL (T) ELECTRIC

DEPARTMENT OF GENERAL ELECTRIC COMPANY
PLAINVILLE, CONN.

USED THE MOST FROM COAST TO COAST

For many years Contractors from Coast to Coast have used Briegel All Steel Indenter Fittings. U. L. approved as concretetight and for general use, B-M Indenter Fittings are faster, easier to use and neater in appearance.

Installation is simple and less expensive. Two quick squeezes sets them forever. Try B-M Indenter Fittings and get more profits from each job!

BRIEGEL METHOD TOOL CO.
GALVA, • ILLINOIS

Distributed by

The M. B. Austin Co., Northbrook, Ill.; Clayton Mark & Co., Evanston, Ill.; Nikoh Tube Co., 5000 South Whipple St., Chicago, Ill.; Clifton Conduit Co., Jersey City, N. J.; The Steelduct Co., Youngstown, Ohio; Columbia Cable & Electric Corp., 255 Chestnut St., Brooklyn, N. Y.; Pittsburgh Standard Conduit Co., Pittsburgh, Penn.; Wagner Malleable Products Co., Decatur, Ill.; J. R. Richards Co., Carnegie, Penn.; Kondu Mfg. Co., Ltd., Preston, Ont.

EXPERIENCE + MODERN FACILITIES METHODS THINKING MEANS "It MUST Be Right!"

Triangle's two plants—one making wire and cable in New Brunswick, New Jersey, the other making conduit in Moundsville, West Virginia, have kept pace through the years with every advancement and are completely modern in machinery and equipment.

When it comes to wire, cable or conduit, you want assurance that it's *right* — right in quality, right in performance. Triangle products *are* right! Triangle's *long experience* coupled with modern machinery, modern methods and modern thinking means "It *Must* Be Right!"

Triangle products are built to the highest possible specifications under the supervision of craftsmen who take pride in surpassing accepted standards.

Experience plus modern facilities, modern methods, modern thinking — that's why Triangle can say with confidence — "IT *MUST* BE RIGHT!" That's why you can specify Triangle and know that "IT *IS* RIGHT!"

THIS MAN WANTS TO HELP YOU!

He is your Triangle Distributor. In the same way Triangle offers quality *products*, your Triangle Distributor offers unexcelled *service*. See your Triangle Distributor *first*. In the long run you'll save and get it faster, from a Triangle Distributor.

The Trade Mark of Top Quality

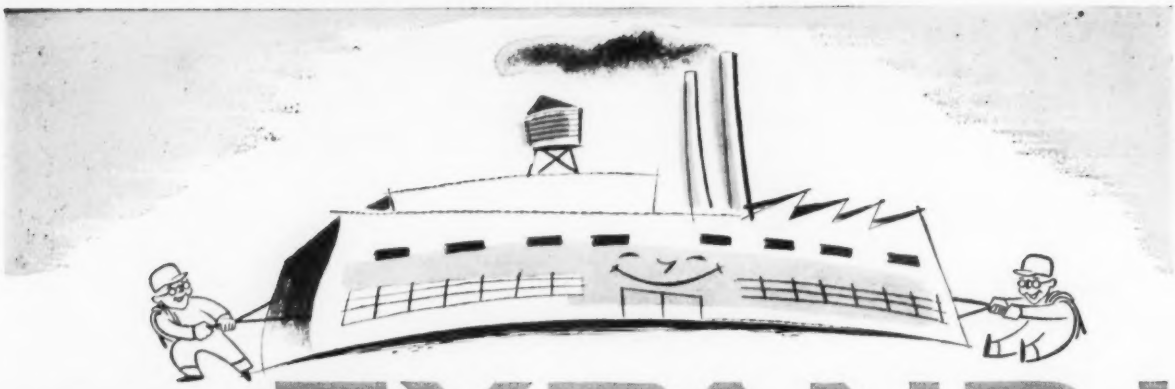
TRIANGLE

IT MUST BE RIGHT!

TRIANGLE CONDUIT & CABLE CO., INC.

NEW BRUNSWICK, NEW JERSEY

When it's a Question of Carrying Electrical Power—Specify

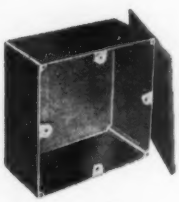
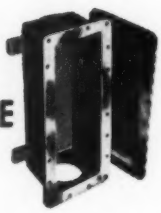


WE'VE HAD TO EXPAND!

And now we have not one or two

but three times the capacity

to meet the demand for

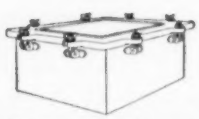
cast iron boxes like our types YS  and YE 

Everybody wants them

for O.Z. boxes are quality controlled

from drawing board

They're OK
if they're O.Z.

to completed box 

Of course, increased production

means revised

O.Z. ELECTRICAL MANUFACTURING COMPANY, INC.

262 BOND STREET · BROOKLYN 2, N. Y.

CONDUIT FITTINGS • CABLE TERMINATORS • CAST IRON BOXES
SOLDERLESS CONNECTORS • GROUNDING DEVICES • POWER CONNECTORS

Write for your new price list today!

"Amprobe® is sold only through the distributor"

AMPROBE®

The pocket-size
snap-around volt-ammeter.
Write for Catalog.
Pyramid Instrument Corp.
Lynbrook, N. Y.
(Export Div.
458 Broadway, New York 13)

"Get cleaner threads, tighter joints with Buckeye Conduit!"

AN ELECTRICIAN TALKS ABOUT CONDUIT: "I agree with other electricians that "Buckeye" gives a clean and strong thread. A clean thread is essential for making a really tight, safe joint! Youngstown rigid steel conduit is tops."

ELECTRICAL ENGINEER ENDORSES BUCKEYE CONDUIT: "As an electrical engineer, I have jobs which demand wiring which must withstand vibrations and shock. By specifying "Buckeye" I protect these wires because only good steel produces threads strong enough to make tight and safe joints."

Youngstown makes rigid electrical conduit from start to finish. This enables Youngstown to control the complete manufacturing process which insures that each length of "Buckeye" is made of topgrade steel. Since only high quality steel produces a clean, strong thread, it's no wonder that "Buckeye" is a favorite in the industry. On your next job, be sure to specify Youngstown Buckeye conduit.

Shipments of Buckeye rigid steel conduit are now being made from our conduit mills at Indiana Harbor and Youngstown.

QUALITY YOUNGSTOWN SERVICE

THE YOUNGSTOWN SHEET AND TUBE COMPANY

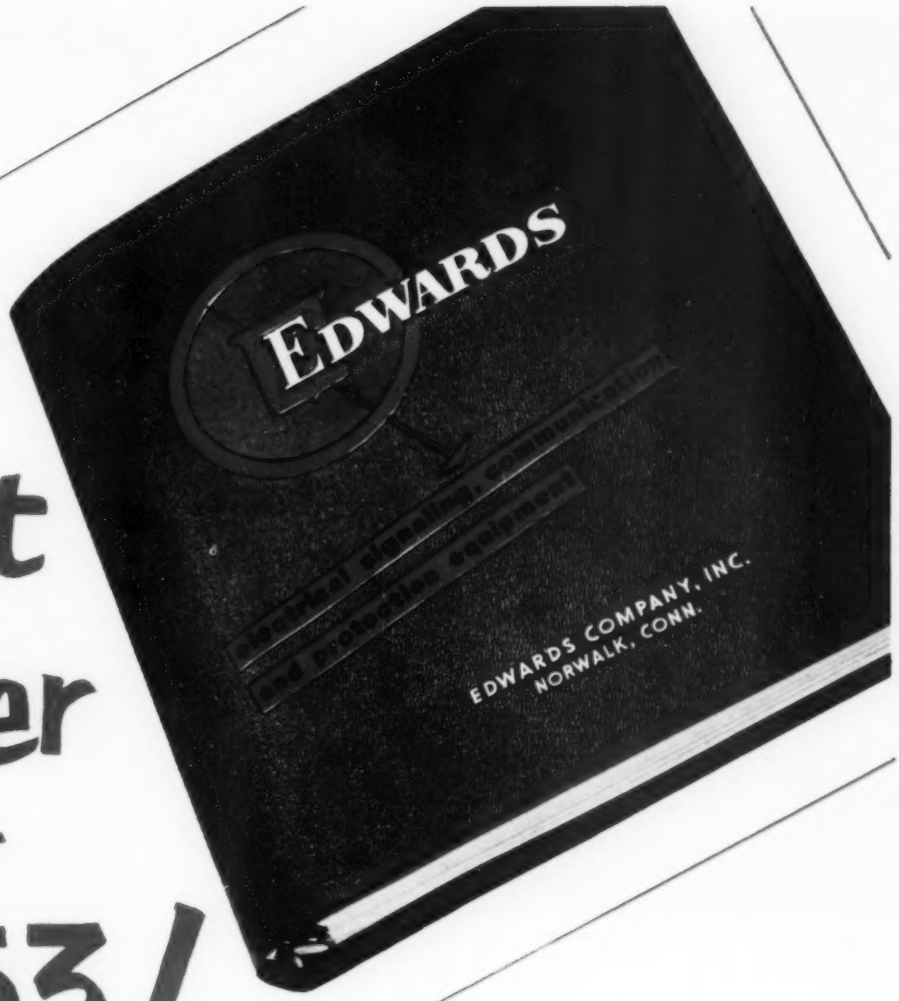
Manufacturers of Carbon, Alloy and Yoloy Steel

General Offices — Youngstown 1, Ohio

Export Office-500 Fifth Avenue, New York

COLD FINISHED CARBON AND ALLOY BARS · ELECTROLYTIC TIN PLATE · COKE TIN PLATE · WIRE · PIPE AND TUBULAR PRODUCTS · CONDUIT · RODS · SHEETS · PLATES · BARS · RAILROAD TRACK SPIKES

Best Seller for 1953!



It's Edwards new 1953 catalogue . . . and it's "must" reading for every electrical wholesaler and wholesaler's salesman.

Covers all the best-selling electrical signaling devices—bells, buzzers, contact devices, transformers . . . and complete Edwards systems. All streamlined for easy reading and reference.

Here's one more example of Edwards continued cooperation with distributors, installers and users of dependable Edwards equipment. If you haven't received your copy, write today. We'll send it promptly. Edwards Company, Inc., Dept EW-4, Norwalk, Conn.

EDWARDS

... Complete protection for Distributors
... Ease of installation for Contractors
... Greater service and satisfaction for Users

Honeywell representative Tom Moore talking to Herb Glienke, City Desk Sales, and Stan Roth, both of Englewood Electrical Supply Company.

"For a 'plus-profit' opportunity, we find Honeywell Controls are tops!"

says Stan Roth of Englewood Electrical Supply Co., Chicago

"In this business, to make 'extra profits', you need items that move fast, right along with your regular stock. Because our customers do a lot of heating control work, we started to stock controls—and we sure picked a winner when we decided on Honeywell.

"Here's why! Honeywell Controls are more popular with our customers than any other make—so they sell faster! And Honeywell makes the only complete line—so we simplified our stocking operation. And, speaking of inventory, Honeywell Controls are nice, clean, over-the-counter items that fill out our regular electrical supplies nicely.

"One more point. The mark-up on Honeywell Controls is adequate—and, combined with the volume they deliver, we're able to make a nice profit.

"And remember, controls are a new and fast-growing item in this business—which means *extra* profits—so no wonder we're sold on Honeywell Controls."

HONEYWELL

Take on the Honeywell Plus-Profit Line!

Take a tip from Stan Roth

Stock Honeywell Controls – the fast-selling, complete line

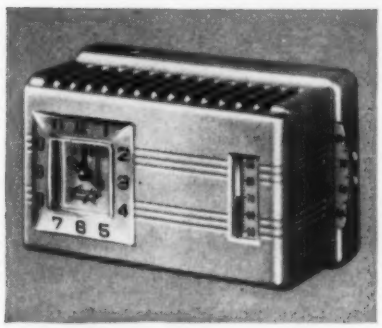
Your electrical dealer customers are probably doing more and more heating control installations these days. And it's easy for you to get this business. Just stock *one* brand—Honeywell—and you'll be able to fill every order.

Of course, this means you're giving customers better service—everything they need from one source.

Honeywell Controls are easy to stock. You can sell them right over the counter like friction tape, wire, switches and other electrical items.

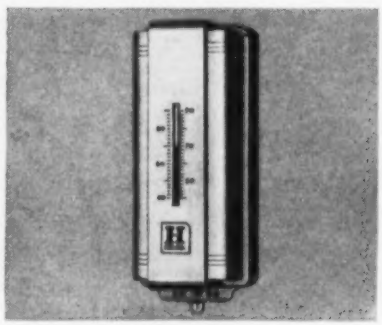
Take advantage of this fine "plus-profit" opportunity with Honeywell Controls—the complete line that's in biggest demand everywhere!

Six popular Honeywell Controls that have fast-selling records with electrical wholesalers today!



Chronotherm TM850

There's nothing like the Honeywell electric clock thermostat for any standard oil, gas or stoker installation. It has automatic night set-back and morning pick-up, which gives homeowners a nice warm house to get up in.

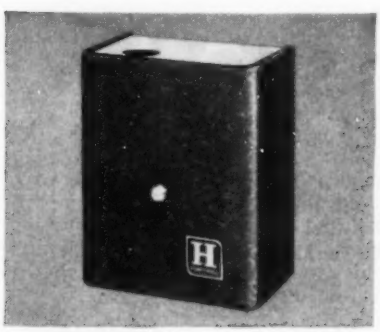


Line Voltage Thermostat T44

This snap-action job can't be beat for light-duty line voltage installations. It really solves the problem for electricians where direct control is needed for small motors, unit heaters, line-starters, and other similar equipment.

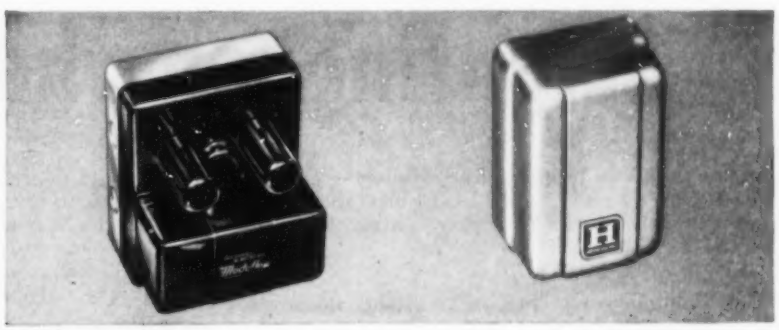
Line Voltage Thermostat TA42

For an accurate, dependable heavy duty thermostat to control line voltage devices in either heating or cooling applications, electricians consider the Honeywell TA42 the *best* control on the market.



Universal Relay R182

This relay is used where the job involves control of line voltage loads, from low voltage thermostats or controllers. One of a complete line of switching relays, it's available with a variety of switching actions.



Electronic Relay R7012 **Electronic Weathercaster T7001**

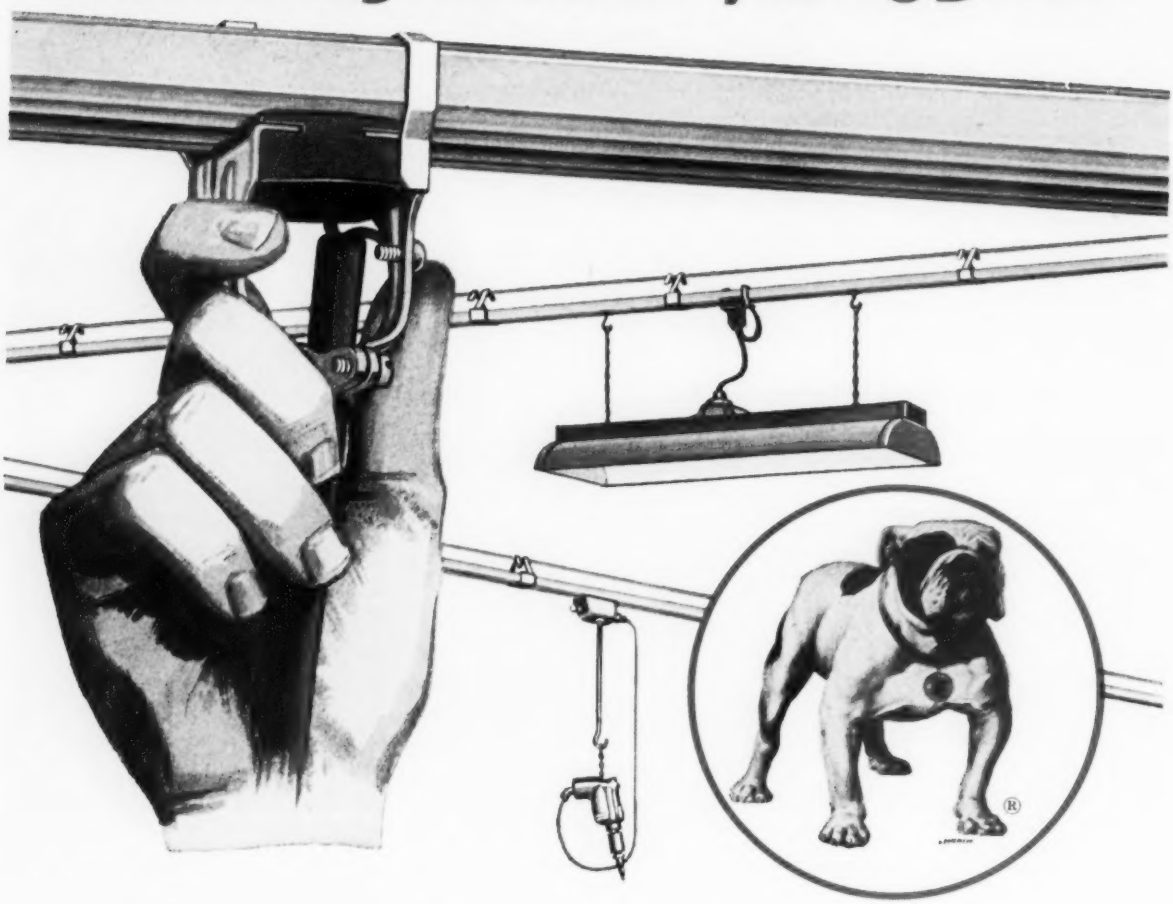
Here are two units used in the amazing Honeywell Electronic Moduflow system. The Weathercaster, outside, signals indoor thermostat when outdoor temperatures change. The indoor thermostat also measures inside factors and adjusts its control point—and then signals the Electronic Relay, which cycles burner accordingly. This results in inside temperatures being *varied* in relation to outdoor weather changes and indoor requirements.

For detailed information on these and other famous Honeywell Controls to sell your dealers, call your nearest Honeywell office; or write Minneapolis-Honeywell, Dept. EW-4-102, Minneapolis 8, Minnesota.

MINNEAPOLIS **Honeywell**

First in Controls

BullDog UNIVERSAL *Trol-E-Duct*



Lighting on the spot

Another BullDog Thoroughbred Product — Universal Trol-E-Duct is a small-sized, economical duct system that lets you add and relocate lighting fixtures or electric hand tools . . . in seconds.

When lighting needs change, Twist-Out Plugs come out with a flick of the wrist and reinsert *anywhere* along the duct without time-wasting shut-downs. For mobile tools, trolleys are available that ride the track inside the duct . . . they let the tool follow the job.

The rigid steel duct encasing the solid-copper bus bars is simple to install and rugged in use — it will support even the heavier lighting fixtures. The entire system is completely prefabricated . . . can be dismantled and installed *anywhere at any time* without loss of material. The only tool needed is a screw driver!

BullDog Universal Trol-E-Duct has a wide range of commercial and industrial uses. Write today for free Bulletin UT-650 for complete details. BullDog Electric Products Company, Dept. WH-43, Detroit 32, Mich.

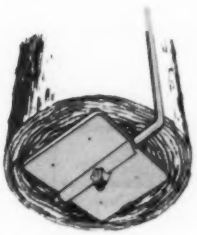
©BEPCO

BULLDOG
ELECTRIC PRODUCTS COMPANY

you will be on safe ground with.... .....

WEAVER
GROUNDING DEVICES

Economical prices—ease of installation—trouble-free service . . . all yours with Weaver grounding devices!



GROUND RODS AND CLAMPS

They're designed for each other! RODS are completely copper armored . . . safe from corrosion. Rigid steel core and sharp point make driving easy. The CLAMPS grip firmly . . . hold connections under extreme pressure permanently. Rounded screw point prevents rod damage.

POLE BOTTOM GROUND PLATES

. . . have 25% larger copper area than other commonly used plates. That means: greater conductivity—better overload dispersal. Solderless connector with vibration-proof lock washer assures high pressure contact that stays tight *for keeps*.

GROUND CLAMPS (UL APPROVED)

Cast in bronze for complete resistance to rust and corrosion. They're easy to use and make permanent ground connections. The only complete line of bronze clamps for ¼" to 4" pipe. Competitively priced.

WRITE TODAY FOR SAMPLES AND CATALOG

Mr. Wholesaler:

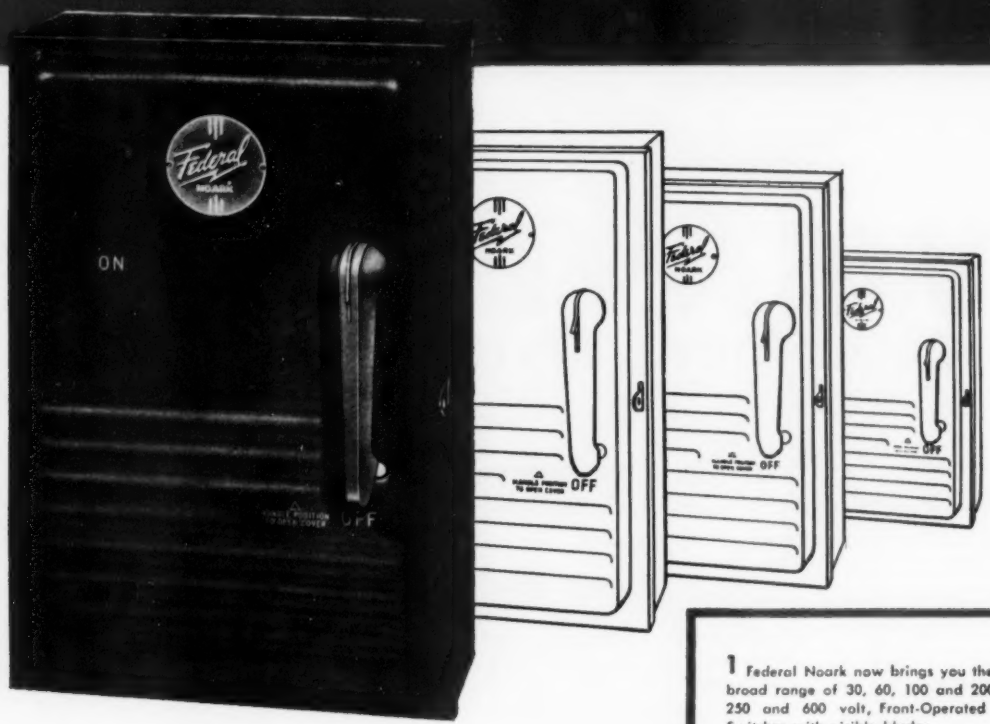
Weaver's cooperative sales policy, good discounts and low prices mean more sales and profits for you.

J. A. WEAVER Company

2110 HOWARD ST. · ST. LOUIS 6, MO.

telephone CEntral 0881

NOW...200 amp. Front-Operated Industrial Switch joins the NOARK® parade!



HERE'S ANOTHER *FIRST* by Federal Noark . . . the only 200 amp. Front-Operated Industrial Switch with visible blades ever put on the market. Now, for extra profit, carry the full line of safety switches . . . 30, 60, 100 and 200 amps., 250 and 600 volts . . . with all the features contractors have been asking for.

Front operation means that all these switches can be close-ganged or recessed for maximum space saving . . . the big, man-size handle shows distinctly even across the room whether the switch is "on" or "off."

In addition, these Noark Front-Operated Safety Switches have accommodations for four padlocks . . . and the five special features (described at the right) assure coolest, safest operation and longest service life.

Order your stock of the new 200 amp. and other Federal Noark Front-Operated Safety Switches and start ringing up maximum sales and profits *now!* Federal Electric Products Company, 50 Paris St., Newark 5, N. J.

1 Federal Noark now brings you the whole broad range of 30, 60, 100 and 200 amp., 250 and 600 volt, Front-Operated Safety Switches with visible blades.

2 Pressure spring of the patented fuse holder is located in block under fuse where unaffected by fuse heat. High-pressure lever action provides good contact with minimum contact resistance, assuring cool operation.

3 Only Federal Noark Front-Operated switches have the operating cross bar *beneath* the visible switch blades, forcing all blades open, safeguarding the operator.

4 In this new switch there are only two joints at each pole and both are under extreme pressure. This is the coolest, most practical switch blade construction ever designed.

5 100 and 200 amp. 250-volt devices have arc mufflers . . . all devices over 250 volts have patented Rolarc® Arc Snuffers. Both extinguish arcs instantly and prolong blade life.

Federal Noark products: Stab-lok Circuit Breakers, Motor Controls, Safety Switches, Service Equipment, Industrial Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.

FEDERAL NOARK®

Only MOE Light backs you up with FULL-PAGE FOUR-COLOR ADS IN LEADING NATIONAL MAGAZINES. Again and again and again! AGAIN ON MAY 23, 16,000,000 READERS OF SATURDAY EVENING POST will whet their appetites FOR MORE MOE LIGHTS!

Moe Lights add so much Beauty TO EVERY ROOM... *yet cost so little!*

M-1067 $9.95*
M-611 $8.50*
M-1070 $39.00*
M-1063 $8.95*
SPRUCING UP? Add Sparkle to your present home by re-lighting with decorative Moe Light
BUILDING? Enhance the beauty of your new home with stunning smartly styled, Moe Lights

It's amazing what New Moe Lights "do" for you and your home. There's a wealth of decorator-designed styles to choose from—at the Moe Light Home Lighting Center in the Hardware, Electrical or Building Supply Dealer in your town. Visit there tomorrow . . . find out how much you can do —for so little, so EASILY INSTALLED.

Add sparkle and beauty to the richness of your floor coverings, drapes and furniture. Flattery will get you somewhere—when you light right with MOE Lights! Here's a goden opportunity to flatter your home, your furniture, yourself by replacing fuddy-duddy fixtures with glamorous new MOE Lights. They'll put you and every room in your home in a new light.

*Prices slightly higher Denver and west.

IF YOU ARE BUILDING

Plan with your Electrical Contractor for locating your fixtures—outlets to give you just the MOE LIGHTS you want, exactly where you want them. Your Electrical Contractor . . . the man who knows . . . knows MOE LIGHT! He will be glad to help you.

FREE! Colorful Folder on Home Lighting

— SEND THIS COUPON TODAY —

Moe Light, Inc.,
Fort Atkinson, Wisconsin

Please send your FREE full-color folder, "Glamorize Your Home" to

Name _____

Address _____

City _____ Zone _____ State _____

MOE LIGHT, INC., FORT ATKINSON, WISCONSIN
World's Largest Manufacturer of Residential Lighting
Factories in Fort Atkinson, Rochester, N.Y., and Los Angeles

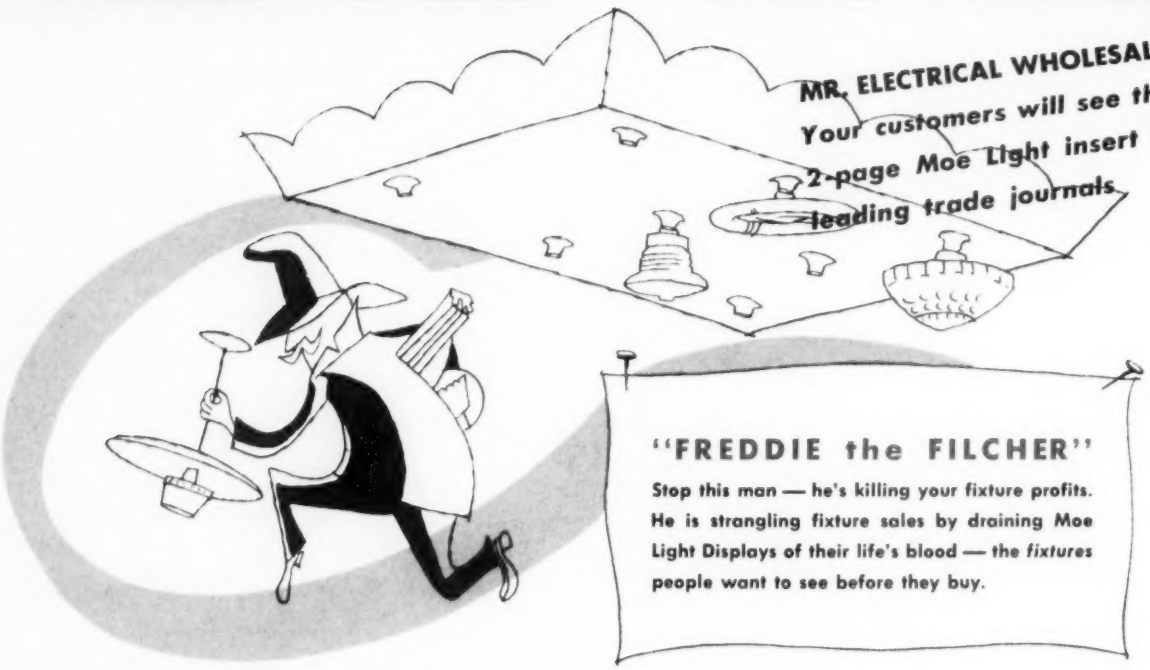
©1952

Turn This Page

for your MOE LIGHT REWARD—

Bonus fixture at no extra cost! Fast fixture turn-over. NEW Contemporary fixtures for your MOE *Light* Home Lighting Center!

WANTED for MURDER


MR. ELECTRICAL WHOLESALER:
Your customers will see this 2-page Moe Light insert in leading trade journals
"FREDDIE the FILCHER"
Stop this man — he's killing your fixture profits. He is strangling fixture sales by draining Moe Light Displays of their life's blood — the *fixtures* people want to see before they buy.

HANDSOME REWARD for Prompt Action

Here's How to get your BONUS *new all-chrome instant start Circline Fixture!*

When these attractive new Contemporary fixtures are installed on your Moe Light Display, fill out your Bonus Reward card; have it countersigned by your Distributor Salesman and mail it to Moe Light. Moe Light will send you an M-1231 all chrome instant start circline fixture that retails at $10.95. Right now, with the major home-building season just ahead, it will pay you well to restore full effectiveness to your Moe Light Display — even install a new one (if you are not already equipped*), to make sure you get the most sales from Moe Light's sensational Spring campaign in the Saturday Evening Post.

* *If you are not now a Moe Light dealer, write for full color brochure No. 180 featuring assorted Moe Light merchandising display deals to Moe Light, Inc., Fort Atkinson, Wisconsin. Dept. 135*

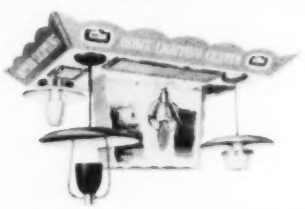
M-1231

Moe Light has immediate relief for victims of this vampire — this scourge to sales. We call it our "blood bank" special . . . a transfusion for anemic display boards — a shot in the arm for fixture profits! For just $59.95 you get 10 popular Moe Light Contemporary Fixtures (as pictured in Post full colored ad) to "dress up" and refurnish your Moe Light Home Lighting Center. We picked today's best contemporary sellers — the last word in beauty and styling, and wrapped them up in this No. *M-5075 bargain package to reward you for immediate action through your distributor.

*M-5075 consists of 2—M-1063, ea. $5.95; 2—M-1067, ea. $9.95; 1—M-1071, $12.95; 2—M-1073, ea. $9.95; 2—M-1075, ea. $7.95; 1—M-1078, $12.95.

Retail prices shown. Prices slightly higher Denver and west.

Remember — THE MOE YOU SHOW — THE MOE YOU SELL!



M-5070 Animated Ceiling Merchandiser

FOR ALL TO SEE — Your prospects see Moe Light Fixtures in full-color national advertising. Let them see these same fixtures — displayed to sell — in a prominent place in your store. You can build bigger business, and save money, too, if you act without delay.

MOE Light

MOE LIGHT, INC., FORT ATKINSON, WISCONSIN

World's Largest Manufacturer of Home Lighting

Plants at FORT ATKINSON, PRINCETON, KY., and LOS ANGELES

Form 197

News Notes From N. A. E. D.

By Alfred Byers
Executive Secretary
National Association of Electrical Distributors

COOL COMFORT, BETTER HEALTH WITH ELECTRIC VENTILATION

An attractive and informative consumer folder is available from NAED to distributors wishing to assist dealers in the sale of ventilating fans. The consumer is shown the cool comfort and better health he can enjoy through the use of attic, kitchen and window fans. The 4-page folder has a space for the dealer's imprint and has been designed by the Fan and Ventilating Committee of NAED to educate consumers on the desirability of these items for their health and comfort. This is an inexpensive personalized sales builder for dealers, and many members are taking advantage of this effective sales promotion piece. Quantities are available from National Association of Electrical Distributors, 290 Madison Avenue, New York 17, New York, at $30.00 per 1000 copies. Orders should be placed soon so as to anticipate the fan selling season as well as to insure obtaining the folders while the supply lasts.

NAED'S REVISED TV MANUAL

With 200 new television stations reported beginning operation in 1953, the sale of television sets during the year is expected to reach 6½ million. As a means of assisting distributors and dealers, especially in areas where new television broadcasting stations will be built, the association has recently published the new "Television Installation and Service Manual for Distributors and Dealers." In one manual of experience, information is provided both distributor and dealer on "Selling the Set—Facts and Pitfalls"; "UHF Problems"; "Installation Problems"; Service Problems"; "The Service Setup"; and many other angles covering television installation and service. The principal engineer in one NAED member company has stated to his officials —"This Television Installation and Service Manual, put out by National Association of Electrical Distributors, is excellent. It is one of the most down-to-earth, unbiased reports that I have ever read. I highly recommend it's use by all managers in both UHF and VHF stores. Many of our better dealers will want it." Copies of this important Manual are available from the association's headquarters at 50 cents each.

FLORIDA MEMBERS HOLD AREA MEETING AT MIAMI

An excellent area meeting for NAED members principally in Florida was held at the Biscayne Terrace Hotel in Miami on March 6, 1953. Mr. J. A. Meier, Florida Electric Supply, Inc., Tampa, Florida, a member of Zone 4 on the NAED Board of Governors, served as chairman of the meeting. Charles G. Pyle, NAED executive director, and your reporter, represented headquarters and discussed a number of current and proposed activities.

Following a "dutch treat" luncheon, the meeting lasted until late in the afternoon. The discussion period was a very active one, which those present indicated had been very helpful in producing considerable useful information on current association and industry matters.

In addition to a number of members from the Florida area, also at the meeting were a number of members from distant cities who attended the meeting during their vacation period in the South.

NAED COMMITTEE MEETINGS

The following committees of NAED held meetings last month at the association's headquarters at New York:

Conduit Committee—L. E. Latham, chairman, E. B. Latham & Co., New York, New York.

Conduit Fittings and Boxes Committee—A. D. Stokes, chairman, Stokes Electric Company, Knoxville, Tennessee.

Outside Construction Materials Committee—L. E. Salmon, chairman, Tennessee Valley Electric Supply Co., Memphis, Tennessee.

Lamp Committee—H. P. Litchfield, chairman, Graybar Electric Co., Inc., New York, New York.

In view of recent developments in the decontrol program at Washington, these meetings proved most interesting as a means of considering the effects of decontrol on distribution in the immediate future. Complete reports of each of these meetings have been prepared for distribution to the entire membership of the association.

During April, 1953, the following committees will hold their meetings at the association's headquarters:

Catalog Committee—H. D. Roden, chairman, Roden Electrical Supply Co., Knoxville, Tennessee.

Industrial and Commercial Lighting Committee—Morris Sacks, chairman, The Sacks Electrical Supply Co., Akron, Ohio.

Radio and Television Committee—Joseph M. Zamoiski, chairman, The Joseph M. Zamoiski Co., Washington, D. C.

Junior Achievement Committee — F. E. Stern, chairman, Stern & Co., Inc., Hartford, Conn.

PRODUCT LITERATURE. Alberts starts off the evening's activities by collecting product pamphlets from Westinghouse Lamp's E. B. Johnson. He examines them, asks questions, takes them home for further study.

CUSTOMER EDUCATION. Manufacturer's booth serves as briefing room for product discussion with contractor D. Van Ness. Triangle's Al Walker looks on.

STANDARD PRODUCTS. Products that have been on the market for some time also come in for scrutiny by salesman Alberts. Here, Burndy sales representative Dick Noel instructs Alberts on product application.

What's in

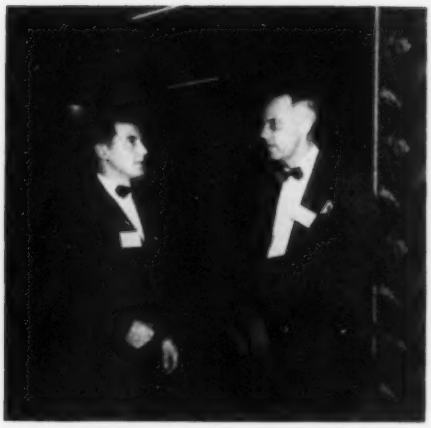
To Bernie Alberts, salesman for Monarch Electric Supply Co., Newark, N. J., a trade show like the recent Essex Electrical League Exposition offers the opportunity to meet suppliers, catch up on new literature and new products, greet customers and talk with competitors

Also Seen at The Essex League's Electrical Show

J. Utley, D. Batulo, both Square D; R. Weiner, Patterson Elec. Sup.; C. Justesen, Natl. Elec. Co.; A. Maczko, Clifton Elec. Sup.

F. M. Sibley, Bussmann Mfg. Co.; Jack Masters, Essex Electrical League; C. McKew Parr, Parr Electric Co.

NEW PRODUCTS. Manufacturers rep. Bob Brazill explains features of new three-way receptacle to attentive Alberts.



TRADE TALK. Problems common to both men are discussed at the trade show by Alberts and competitor Bob Koblizek, Parr Electric Co.

CUSTOMER INTRODUCTIONS. Alberts introduces plant engineer to Phil McGovern, of Wiremold.

A Trade Show

THE old question: "What can a distributor salesman get out of a trade show?" came up again last month when the Essex Electrical League held its eighth annual Industrial Electrical Exposition in Newark, N. J. The answer came from Bernie Alberts, himself a distributor salesman for the firm of Monarch Electric Supply Co., Newark.

"Taking in a trade show is something more to me than just a night out," Alberts remarked. "It's a chance for me to do in a few days what would ordinarily take me months to accomplish—meeting manufacturers, introducing customers to my suppliers, learning more about new and old products, catching up on new literature, and even meeting my competitors and discussing industry problems with them."

Alberts generates the interest of his customers in an exposition of this nature by giving some pre-show pep talks to them on the merits of the show and why they should attend it. He, himself, attended all four sessions of the Essex exposition. Four days well spent, he reflected.

Recorded on these pages is his systematic routine on one of these nights.

TELEPHONE CALL from Alberts at trade show site induces customer to attend that night's session.

Ken Huck, Henry A. Krug, both Reliable Elec'l. Sup.; Moana Holt, exposition queen; and Joe Siegal, also of Reliable.

H. Weinstein, Superior Electric Supply Co. and William Reese, Cutler Hammer, Inc., at the Cutler Hammer booth.

R. G. Litz, Bill Stultz, Arrow-Hart & Hegeman; Mr. and Mrs. D. H. Zipkin, Electric Specialty Co.; J. V. McKay, A-H & H.

Best AW Meeting To Date

That seems to be the consensus of opinion of the 206 persons—a record turnout—who attended the Ninth Annual Adequate Wiring Conference. But perhaps the most important fact to emerge from the meeting was this: AW will get greater promotional backing than ever before

Wholesaler . . .

"Many (speculative) builders who . . . have been hard to convince might 'look again' if you remind them that, by featuring adequate wiring when merchandising their homes, they have an opportunity to tie in with a national advertising program." **L. E. Barrett, Barrett Electrical Supply Co., St. Louis, Mo.**

. . . And Contractors State Some Views

"I had my doubts about women (home wiring advisors) who are untrained electrically . . . but was amazed at the impression they left with homeowners. All that had to be done was to close the sale. . . . As a result, you go from one rewiring job to another." **H. L. Shaw, Shaw Electric Co., Davenport, Iowa.**

"I was skeptical about the adequate wiring modernization program at first, but decided to go along. . . . It has been very profitable. . . . St. Joseph contractors participated in a home show, set up a booth and got 7,000 prospects for additional wiring." **Fred Schleicher, Pioneer Electric & Sound Co., St. Joseph, Mo.**

"One of the main problems in selling adequate wiring is selling the main incoming service. If you can convince the customer that it will take care of all the appliances he has or intends to buy, then it's very easy to sell the extra outlets." **George Hickenbotham, Lakeshore Electric, Inc., Sheboygan, Wis.**

ADEQUATE wiring will receive greater promotional emphasis in the coming period than ever before. This fact emerged clearly at the 9th Annual Adequate Wiring Conference, recently held in Chicago, as speaker after speaker cited the need for heightened sales effort. The reasons:

- Buyer resistance to consumer goods is forcing adequate wiring to the forefront.
- Home builders are looking for plus features.
- Electrical contractors are seeking rather than turning down work.
- Utilities have excess electric power to sell.
- Appliance merchandisers are finding that overloaded circuits are dampening public enthusiasm for new equipment.

A record turnout of 206 delegates from 28 states participated in the discussions on how to sell the new and old home markets and how to insure widest industry support. And they generally agreed that this year's adequate wiring conference was the best to date.

- **Picking Up Speed**—The fact that progressive electrical contractors (42 attended the conference as against 30 last year) are on the move promotionwise was brought out repeatedly during the panel discussion, "How Electrical Contractors Build Business through AW Promotion." The participants included: Bruno H. Barg, Barg Electric Co., Milwaukee, Wis.; Simon Halle, Halle's Electric Co., Colorado Springs, Colo.; E. B. Oberlander, Oberlander Electric, Peoria, Ill.; George

Manufacturer . . .

"Our first order of business must be intensive promotion of adequate wiring among professional builders and the public. . . . It is important that we make sure that the wiring system is not a stumbling block in our path to the sale of more electrical products." **A. R. Hines, General Electric Co., New York.**

Utility Man . . .

"I think the time has come when electric utilities and all other branches of the industry realize that our customers cannot continue indefinitely to add electric appliances to residential wiring systems already close to the elastic limit." **Carl T. Bremicker, Northern States Power Co., Minneapolis, Minn.**

League Man . . .

"What we are trying to do in San Diego is educate the public on everything electrical that we have to sell them. . . . Our program involves a television program, radio spot announcements, direct mail, newspaper advertising and participation in shows." **Carleton J. Bunce, Bureau of Home Appliances, San Diego, Calif.**

On the Adequate Wiring Program

"Selling adequate wiring modernization jobs is profitable or I wouldn't do it. . . . I've had booths in several home shows and got three rewiring jobs as a result of one. . . . There has been some trouble in bid-shopping — bone of contention among contractors." **G. O. Farlow, Farlow Electric Co., Moline, Ill.**

"I believe it behooves all of us . . . to promote adequate wiring to housing authorities, apartment house owners, motels, etc. Their reasons for cutting down on electrical installations are little different from those of the speculative building contractor." **E. B. Oberlander, Oberlander Electric, Peoria, Ill.**

"I have been working particularly with the speculative builder. . . . We're wiring a project of 10,000 homes under construction in Pueblo, Colorado. These homes are being built at the rate of five a week—and all of them are adequately wired." **Simon Halle, Halle's Electric Co., Colorado Springs, Colo.**

Hickenbotham, Lakeshore Electric Inc., Sheboygan, Wis.; and Carleton J. Bunce, Electrical Contractors' Division, Bureau of Home Appliances of San Diego County, Calif.

They described their own efforts to sell better wiring and unanimously agreed that higher profits and better customer relations were the inevitable results. It was pointed out by several that the idea of cooperative effort through local adequate wiring programs frequently was difficult to sell to contractors. Because of the highly individualistic nature of their work, contractors have been conditioned against joining with others to put across an idea. But with patience, it was emphasized, contractors can be won over to the AW cause.

• **Big Business**—Wiring modernization can be sold profitably and on a large scale, testified participants in another panel, "Selling the Biggest Market." Representatives from two urban areas, St. Joseph, Mo., and the Quad-Cities, described the mechanics of their programs which have won hundreds of rewiring jobs for contractors averaging $156 in the Quad-Cities and $200 in St. Joseph.

In both cases, the sales approach is identical. Women, on the utility payroll, approach home owners with the AW story. Their leads are obtained from electrical contractors and inspectors, responses to advertising, "no light" calls, applications for building permits. In St. Joseph, where there are 20,000 residential meters, over 2,000 jobs have been sold since 1948. And

(Continued on page 132)

Tape Recorders Draw Bead On Business

- **Cite various uses for magnetic tape recordings in such fields as insurance, automotive and advertising**
- **Since few firms now use tape recorders, existing accounts are good potential customers for future sales**

RACINE, WIS.—The business firm is the new target for the magnetic tape recorder according to a recent issue of *Ekotopics*, a Webster Electric Company publication. They report sales went over the million dollar mark in the business market alone in 1952.

Broadcasting, recording, school, church and home markets have claimed the tape recording industry's attention up to now while a vast business market went almost unnoticed. Practical uses for the machines are being promoted and will be used as steps towards selling industrial accounts.

• **Many Uses Claimed**—Magnetic tape recorders have been used in many ways by various types of business firms. The Combined Insurance Company of America, with 43 divisions, is reported to have adopted tape recording for a comprehensive sales training program.

Webster Electric notes that Chrysler and Ford are using tape in noise analysis studies of their products. Some manufacturers use the recorders for other jobs in product engineering.

• **A Sales Device**—A number of stores are said to be using tape for background music or commercials in calling attention to special promotion items and for point-of-sales "talking" displays. Some companies use recorders with color slides in direct selling.

In the advertising field testimonials of satisfied customers have been made authentic by using actual recordings of customers, rather than paid actors.

• **Inventory Taking** — A checker equipped with a recorder can speed up inventory taking. He simply speaks into the microphone and transcribes the tape later on the proper forms.

It is further reported that tape recorders have been accepted as an accurate method of keeping a record of meetings and conferences.

• **Employee Relations** — Large firms have used magnetic tape recorders to relay company policy to their employees. Executives have recorded instructions which are in turn presented by various department heads to groups of employees. Tape is also reported to be effective in the indoctrination of new employees. A department head does not have to spend his time on routine matters in describing a job to new employees.

Some firms have adopted tape for detailed descriptions for figuring bids and other correspondence between the salesman and the home office.

• **Customer Service** — Telephone companies are using tape to supply time and weather information to their customers. Recorders have been used by both radio stations and business firms for conducting interviews and surveys on such things as customer opinions of a product and recordings of how salesmen sell.

• **Selling Steps**—Webster Electric also gives some advice toward selling industrial accounts magnetic tape recorders. They are:

Look over the market, especially existing accounts.

Find out what benefits an account might derive.

Work out the details with facts and figures.

Include a demonstration in the sales talk.

If it is necessary, put the recorder out on a trial rental basis, with the rental applied to the purchase. If a customer buys, inform him of the accessories such as extra recording tape, splicing tape, foot control, etc. that might prove to be useful. After a firm has adopted a tape recorder and established its use there is always a field for future sales.

Cooper Supply Converts Factory Into Office

SPRINGFIELD, MO. — Conversion of a factory building into an office and showroom has been completed by the Harry Cooper Supply Company, dis-

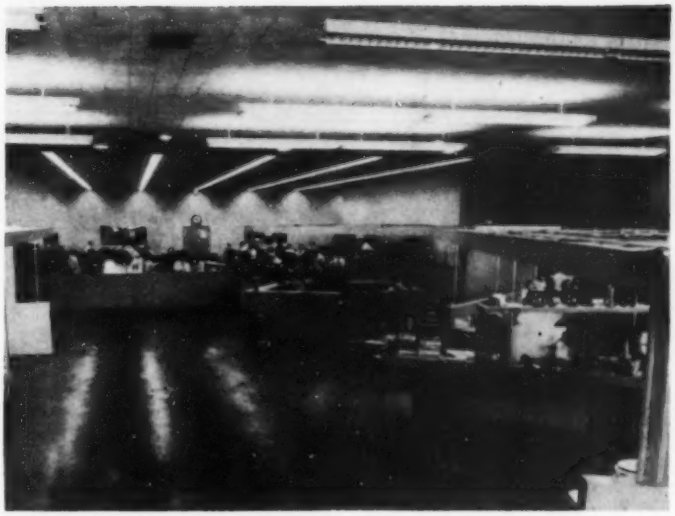
P. L. LESSARD, vice president and sales manager of the Brown Supply Co., St. Louis, Mo., accepts a special plaque from D. T. Meskill, national sales manager of GE fans. Brown Supply is a winner in the annual "Early Bird" contest of the General Electric fan department. The competition is held among fan distributors throughout the country and is decided on a basis of total fan orders against assigned quotas during the early part of the year.

tributor of electrical, heating and plumbing supplies.

The factory, previously occupied by a trailer company, had a high ceiling with a sprinkler system close to the ceiling. Remodeling the building into a combination office and showroom presented some problems.

Rather than construct a large number of private offices the Harry Cooper Supply Company decided to have one large general office, planned and equipped for efficient handling of purchasing, sales and clerical work.

By dropping the ceiling and using Fiberglas acoustical tile, the proper noise level was obtained, heating cost reduced and lighting improved. Because of the tile's fire resisting qualities, plus the use of steel office furniture, it was not necessary to install an additional row of sprinklers at the new drop ceiling level. A total of 16,000 sq. ft. of tile was installed in the building. The combination office and showroom is air conditioned, lighted and decorated with atmosphere in mind.



OFFICES and showroom of the Harry Cooper Supply Company were once the home of a trailer factory. The above picture is a general view of the remodeled building with the offices in the background. In the showroom, foreground, dealers, architects, homebuilders and contractors may observe and select electrical and gas appliances, lighting fixtures, water heaters, kitchen fixtures and plumbing equipment.

Benjamin Electric Buys Certain Leader Lines

CHICAGO, ILL.—Certain assets of the Leader Electric Co. have been purchased by the Benjamin Electric Manufacturing Co., Des Plaines, Ill.

Hoyt P. Steele, executive vice president of Benjamin Electric, announced that as of April 6, the Leader line will be manufactured and sold by the Leader division of the Benjamin Electric Manufacturing Co. Expansion of facilities for the manufacture of the Leader line has been undertaken at Benjamin's 77 acre plant in Des Plaines.

The following classifications of Leader products were included in the purchase: incandescent and fluorescent commercial lighting equipment; Leaderall illuminated ceiling; Leader troffers, including incandescent boxes; Striplite units; and industrial fluorescent lighting equipment.

THREE ON A MATCH, or a cigarette lighter, doesn't faze these cigar smokers celebrating the new distributorship of Coolerator products by Krug Distributors, Inc., Newark, N. J. Left to right are: Edward Margolf, Coolerator sales manager; Norman Krug, partly hidden; Henry Krug, partner with Norman; and Jack Davidson, eastern sales manager for Coolerator. The new distributor, located at 69 Elizabeth Ave., Newark, N. J., is a branch of the Reliable Electrical Supply Company, also Newark.

Wakefield Cuts Prices; Hits At Increases

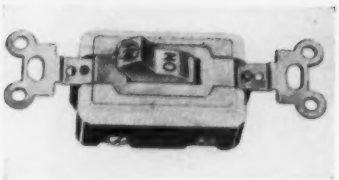
VERMILION, OHIO—The F. W. Wakefield Brass Co., has announced a 30 per cent reduction in the price of its all-luminous plastic, suspended ceiling.

A. F. Wakefield, president and general manager, said that the price reduction is a result of several improvements in manufacturing methods which in combination have made important economies possible. A principal economy is from a new method of fabricating corrugated Plexiglass sheets through which the lighting is diffused. Means of fabrication in the larger sizes required have been under development since the all-luminous ceiling was introduced in 1950.

Commenting upon price increases in several fields, which immediately followed President Eisenhower's de-control orders, Wakefield says that such actions seem almost indecent. "These companies could have gone along for days or weeks without going broke. Such actions make it more difficult for the new administration which is al-

(Continued on page 122)

NEW PRODUCTS



LIGHT SWITCH

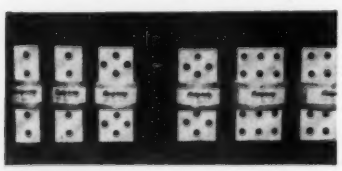
The Arrow-Hart & Hegeman Electric Co., Hartford 6, Conn.

Quiet mechanical light switch is safe for use with incandescent and fluorescent lights and can be installed in any position according to the manufacturer. It comes in 15 amp., 120 volts and 277 volts, a.c.; 20 amp., 120 volts and 277 volts a.c. A wire strip gage is marked on the back plate. The switch has silver alloy contact tips and the mechanism is fully enclosed in a Bakelite body.

AIR CONDITIONER

Chelsea Fan & Blower Co., Inc., 639 South Ave., Plainsfield, N. J.

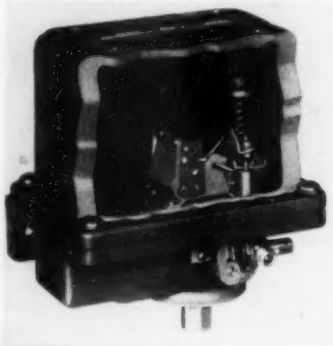
Room air conditioner comes in three sizes for cooling rooms from 1,840 to 3,600 cu. ft. A fully counter-balanced compressor is pressure lubricated and driven by a spring mounted capacitor start motor. The unit uses Freon-12 as refrigerant. Aluminum mesh filters remove for change and inspection and the grille incorporates wide deflector vanes designed to eliminate drafts. The motor drives two fans at 1,050 rpm.



AMP-TRAP

The Chase-Shawmut Co., Newburyport, Mass.

New amp-trap is designed for the protection of 120/208 volt a.c. networks and particularly entrance switch service, underground network conductors, distribution and panelboards. It is built in ampere ratings of 200, 400, 600, 800, 1,000, 1,200, 1,600, 2,000, 2,500, 3,000, 4,000 and 5,000. The amp-trap will carry 100 per cent of these ratings with temperature rises (measured by thermocouple) not exceeding U. L. standards for fuses.



PRESSURE SWITCH

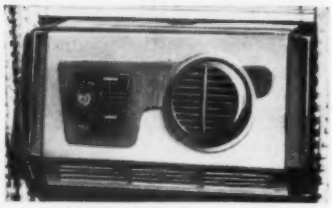
Square D Co., 4041 N. Richards St., Milwaukee 12, Wis.

Explosion-resisting enclosure pressure switch is for water pumps and air compressors. The water pump switch has a 20 to 80 per sq. in. pressure range. The air compressor switch has a 40 to 200 per sq. in. pressure range and is available with a two-way release valve. The explosion-resisting enclosure consists of a two-piece casting with highly machined surfaces between cover and case.

PORTABLE CLOCK RADIO

Crosley Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati 25, Ohio

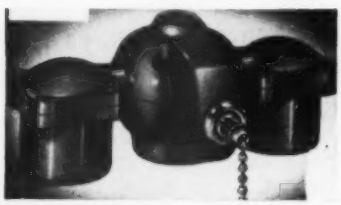
Battery-powered portable clock radio follows Civilian Defense officials' suggestions that dial markings of all radios indicate 640 and 1240, the two emergency CD broadcast bands. A 30-hour spring-wound clock operates both radio and chime alarms and a one-hour slumber switch. Other features are indoor-outdoor selective tone switch and a power-saver switch.



AIR CONDITIONER

O. A. Sutton Corp., Wichita, Kan.

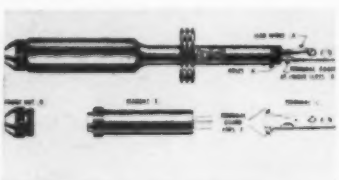
The ½ hp. air conditioner can be installed in any double hung sash window 23 in. to 48 in. wide. Extra panels for over 48 in. are available. The unit features a vortex control and air circulator which can be rotated 360 deg. and tilted up or down. A variable cooling unit allows gradual regulation of cooling capacity at settings from 6,000 BTU's to 4,900 BTU's per hour. The unit weighs 141½ lbs. and extends 9½ in. into a room.



LAMP ASSEMBLY

McGill Mfg. Co., Inc., Valparaiso, Ind.

The housing of the lamp assembly is made of molded phenolic in brown or ivory. A single switch controls both sockets which can be swiveled nearly 360 degrees. Wiring is designed to be simplified with the two posts being fully exposed when the cover is removed. This is done by loosening only three screws.

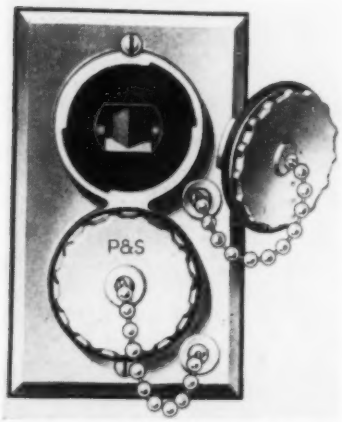


SOLDERING IRON ELEMENT

Hexacon Electric Co., Roselle Park, N. J.

Quick-change terminal can be removed in a second or two thus permitting the heating element to be replaced in a fraction of the time formerly required. The terminal comes out when the

guard is depressed at the finger slots. Brass sheath on the element is designed to speed repairs and prevent damage to resistance wire and mica when replacing element.



WEATHERPROOF OUTLETS

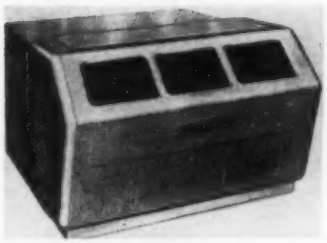
Pass & Seymour, Inc., Solvay Station, Syracuse 9, N. Y.

Duplex weatherproof outlets are rated at 15 amps., 125 volts; 10 amps., 250 volts. A positive latching cap has serrations for a firmer grip. Plate and cap are cast of aluminum alloy especially treated to withstand severe weather conditions such as imposed by Navy salt spray tests. The outlets may be installed in a single gang switch box or flat face FS fitting.

TOASTER

Toastmaster Products Div., McGraw Electric Co., Elgin, Ill.

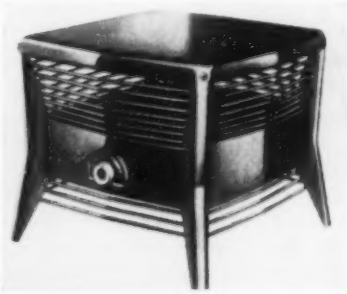
This toaster is set in action when a slice of bread is placed on it. A small motor lowers the bread into the toaster. The toasting time is controlled by a bi-metal thermostat with a "heat-up, cool-off" cycle which compensates automatically for voltage variations and the heat of the toaster. Control dial permits selection of light, medium or dark toast and allows toasting operation to be stopped at any time.



AIR CONDITIONER

The Dayton Pump & Mfg. Co., 500 N. Webster St., Dayton 1, Ohio

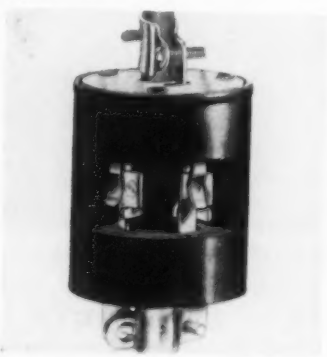
Room air conditioner is especially designed for homes and offices. The ¾ hp. model is capable of controlling temperatures in an area of up to 485 sq. ft. says the manufacturer. The unit extends 13½ in. into the room. Controls are recessed inside the top door of the cabinet. Net weight is 185 lbs. Models are available in ½ and ¾ ton sizes.



FLOOR CIRCULATOR

Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, Ill.

Three-speed floor air circulator is finished in rich mahogany. The unit is available only in a 12-inch model. The four legs are rubber tipped. It is rated at 3,200 cfm.



CONNECTORS

Rodale Manufacturing Co., Inc., Emmaus, Pa.

Patents are pending on interlocking electrical connectors. Special right-angle lugs at the tips of the female contacts engage and support the male blades which are designed to establish a strain-proof, double locked connection. This new feature is combined with an all rubber body. The item comes in 2, 3, 4-wire; rated for 10 and 20 amps. It is U. L. listed and CSA approved.

VOLT-AMMETERS

Pyramid Instrument Co., Inc., Lynbrook, N. Y.

Pocket-size volt-ammeters have "snap-around" construction that permits measurement of current without being connected to the conductor. Model 300 has 9 ranges up to 300 amps., a.c. and 600 volts a.c. Model 600 ranges up to 600 amps. and 600 volts. Model 1200 ranges up to 1,200 amps. and 600 volts. Voltage test leads are equipped with new retractible safety plug which automatically insulates itself when removed from meter.

WINDOW OR PORTABLE FAN

The Lau Blower Co., Dayton 7, Ohio

Adjustable metal spacer panels are available with the window or portable fan, thereby permitting permanent or temporary installation in sash-type windows. The fans come in 12 in., 16

"What can I do?"

Oil is ruining my cords and cables...

"And when my cords are ruined, my budget is ruined.

"We want to avoid down time so we try to replace cords before they fail.

"We inspect cords on the assembly line regularly.

"When a jacket swells and cracks, we replace it right then and there.

"It keeps the plant running, but the maintenance costs are out of sight.

If oil is ruining your cords and cables, switch to Neoprene-jacketed Bronco 60 Certified. Just any "Neoprene" jacket will not do. Be sure your cable jacket is made with a *sufficient quantity* of Neoprene. Be sure the cable you get is Bronco 60 with jacket CERTIFIED to contain not less than 60% Neoprene *by weight*.

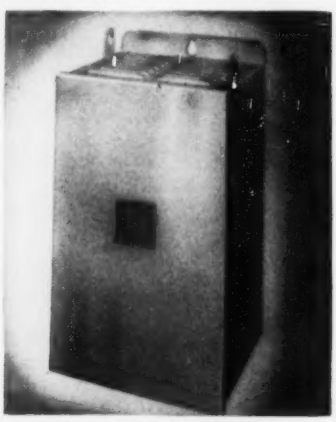
Sold Nationally by Electrical Wholesale Distributors

in., 20 in. sizes. Each has a three-speed switch. 16 in. sq., 5¼ in. deep fan moves 1,200 cfm.; 18 in. sq., 5¼ in. deep fan moves 1,700 cfm.; 22 in. sq., 5¼ in. deep fan moves 2,500 cfm. The fans are mounted on an easel so that they may be tilted in various directions.

ROASTER OVEN

Tropic-Aire, Inc., McGraw Electric Co., Elgin, Ill.

Heavy-gauge steel roaster oven is Fiberglas insulated. The cooking well is 16 in. long, 11 in. wide and 5½ in. deep. The oven is rated at 1,320 watts; 110/120 volts, a.c. only. A pilot light glows red when current is on. A utility table, especially designed so that the roaster fits flush, is a featured accessory. The table is shipped knocked-down.



DRY TYPE TRANSFORMERS

Universal Manufacturing Corp., 29-51 E. Sixth St., Paterson, N. J.

Encased dry type transformers are double wound, high temperature resistive, contain class B insulation, glass insulated wire and non-inflammable insulation material. Transformer input is 240-480 volts and 600 volts; output is 120-240 volts. The unit can be sup-

"Your worries are over, partner"

BRONCO 60 Certified

portable cords and cables will lick your Oil vs. Cable problem.

BRONCO 60 Certified keeps production rolling because it is oil-resistant, flame-resistant, abrasion-resistant . . . and it is flexible.

EXTRA FLEXIBLE!

The excellence of Bronco 60 Certified is available to you in a complete range of types and sizes.

Jackets are branded with complete identifying date . . . name, type, size, number of conductors and P116BM, approval number of the U. S. and Pennsylvania Bureaus of Mines.

WESTERN INSULATED WIRE CO.
Los Angeles 58, California

plied in 1, 2, 3, 5, 7½ and 10 KVA sizes. The casements are fully enclosed with knockouts provided for connections and ventilating louvers.

LAMP REFLECTOR

Abolite Lighting Div., The Jones Metal Products Co., W. Lafayette, Ohio

Lamp reflector is designed to screw into any standard light socket. This unit has a two-piece plug and socket. The inside surface is finished in titanium-white, lifetime porcelain enamel. Depth of the reflector is 3 inches and it comes in 10 and 12 inch diameters. Consumption of electricity is cut because the reflector permits the use of lower watt lamps according to the manufacturer.

TV PICTURE TUBES

Sylvania Electric Products Inc., Television Tube Div., N. Y. 19, N. Y.

Spherical-screen 21-inch TV picture tubes have gray filter glass face plates designed to give proper picture contrast. The three types require an external ion trap magnet. By using a deflection angle of 70 deg., the overall length of the tubes is 23 in. Recommended operating conditions include: anode—16,000, grid No. 2—300 volts, ion trap magnet field strength—45 gauss. Anode contact, base and base connections are conventional. Tubes weigh approximately 24 lbs.

GET READY!
FOR THE PROFIT PARADE

WALL
Instant
TRIG·R·HEAT
SOLDERING IRON
READY TO SOLDER IN SECONDS
Suggested List Price $11.95 ea.

WALL INDUSTRIAL SOLDERING IRONS

The perfect production-line soldering iron. Designed to take punishment, so it appeals to all industrial users who are economy-minded. • *Thermostatic action prevents tip burning!* • Built to withstand continuous heavy duty! • Heats 4 times faster than most other irons! • No radionic interference while in use! • UL and Canadian Standards approved! • Successfully passed the 65° below zero test! • Precision wound on pure mica sheet! • Heat-Control means greater economy! • Complete size range . . . 20 to 1000 watt! • Operates on 110-120 volts, AC or DC!

OVER 20,000,000 SOLDERING PRODUCTS SINCE 1864

WALL MANUFACTURING CO.
GROVE CITY • PENNSYLVANIA

Steiner Electric's Sam Solomon looks over his . . .

Easy Way To Lower a Ceiling

HEIGHT problems are many and varied. Some can be solved by such simple expedients as a ladder or a pair of elevator shoes. But others may be more troublesome. Take, for example, the height problem that confronted the Steiner Electric Co., Chicago electrical wholesaling firm. When it shifted its commercial fixture displays in favor of devoting more ceiling space in its main showroom to residential-type crystal chandeliers, the firm stood to spend $1,000 to lower a ceiling that was too high to effectively display the chandeliers. Then Sam Solomon, Steiner's fixture department manager, did some hard thinking. He came up with the idea of using "carousel"-type canopies—4-ft. circles of ⅝-in. thick plywood—suspended from the ceiling to the proper mounting height for the chandeliers. The cost: $10 per canopy, or only $100 for the job.

In addition to low cost, the canopies represent an easy-to-change arrangement whenever a decision is made to redecorate (something Steiner Electric does at regular intervals). And what's more, Sam Solomon feels that the display arrangement has been a factor in the increased volume he's been doing in crystal chandeliers.

This ad appears this month in...

- ELECTRICAL CONSTRUCTION AND MAINTENANCE
- ELECTRICAL URGE
- QUALIFIED CONTRACTOR

whose combined circulation reaches many of your important customers

ADS LIKE THESE every month

. . . plus DIRECT MAIL

. . . plus PRODUCT SAMPLING

explain and point out to them T & B product features.

REMINDS THEM, TOO, that T & B products are available only from you . . . our authorized distributor.

T312

Ed. Hewitt

General Sales Manager

The THOMAS & BETTS CO.
Incorporated

How to speed wiring jobs with 2020 connectors

T&B ENGINEERED

With T & B 2020 connectors you can substantially reduce the time it usually takes to wire boxes and hook up portable cords using ordinary locknut-type connectors.

Just an easy finger squeeze — that's all it takes to snap a T & B 2020 connector into the box. Deep body grooves hold the connector in ½-inch knockouts while the one-screw tightening clamp grips the cable tightly without damage to insulation — there are no loose parts to handle . . . no locknuts to lose.

The wide-range adjustability and smooth, firm grip of the T & B 2020 connector cable clamp makes it ideal for use on portable cords and small-diameter, plastic-sheathed cables as well as standard non-metallic sheathed cable in sizes 14-2 to 10-3; 2 or 3 wire. The 2020 connector is fully approved by the Underwriters' Laboratory. For complete details send for descriptive folder.

T & B 2020 CONNECTOR
(for non-metallic sheathed cable)

Installs from **OUTSIDE OR INSIDE** a junction box.

Designed for installation from either *inside or outside* of the box, the patented T & B 2020 connector is particularly well-suited for work in old buildings. Working from the inside eliminates much of the damage often done to adjacent floors or walls . . . you keep costs to a minimum.

LOOK FOR THIS SIGN — T&B ENGINEERED

IT'S THE MARK OF AN AUTHORIZED T & B DISTRIBUTOR

The complete line of T & B fittings for conductors and raceways is sold only by recognized electrical wholesalers. It's our way of assuring you the service and savings of a friendly local source. Call him for all your electrical needs.

THE THOMAS & BETTS CO.

INCORPORATED

20 Butler Street • Elizabeth 1, New Jersey

Thomas & Betts Ltd., Montreal, P.Q., Canada

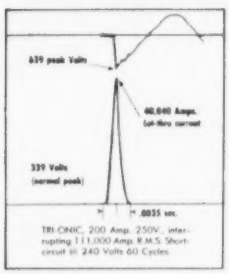
MANUFACTURERS OF FINE ELECTRICAL FITTINGS SINCE 1898

Interrupting Capacity Rating in excess of Underwriters' Laboratories Standards is established by tests conducted in accordance with AIEE Standards #25 on Power Fuses and NEMA Standards on Power Fuses.

SHAWMUT'S NEW TRI-ELEMENT
All-Purpose Superfuse

Here is a newly designed All-Purpose Superfuse. Use it wherever you need One-Times, Renewables or Dual Element fuses. Tri-onic is the first low voltage fuse with a published interrupting capacity of 25,000 Amps. at rated voltage for fuses. This is 15,000 Amps. more than required by Underwriters' Laboratories Standards for fuses.

TRI-ONIC, THE NEW TRI-ELEMENT SHAWMUT SUPERFUSE COMBINES:



TRI-ONIC, 200 Amp. 250V., interrupting 111,000 Amp. R.M.S. Short-circuit at 240 Volts 60 Cycles

A TRI-ONIC FOR EVERY CIRCUIT These new high I.C. protective devices are available in 141 normal current ratings, ranging from 1/10 to 600 Amps. for both 250 and 600 Volt circuits. For safety's sake insist on Tri-onic. Protect yourself and your circuits. Send for Tri-onic Bulletin now.

1. ***HIGHER I. C.*** 25,000 Amps. @ 250V and 600V. It can handle short-circuits 2½ times larger than ordinary fuses. Tri-onic expands fuse application into the 25,000 Amp. zone with the same interrupting rating and time-current characteristics as 25,000 Amp. molded case air circuit breakers. Buy Tri-onic for bus plug-in duct, bus-ways, feeders, motor control panels and branch circuits.

2. ***LONG TIME DELAY,*** based on heat absorption principle, permits Tri-onic to safely start heavily loaded motors without blowing. Eliminates needless "outage" of circuits due to heavy inrush currents or load swings.

3. ***COOLER*** due to Tri-onic's inherent low resistance. I^2R losses very low. Blowing temperature is 286°F or 500 degrees lower than that of ordinary zinc links. Use it for distribution boards, panel boards, motor starting panels, knife and enclosed switches.

OUR 60 YEAR — KNOWN FOREMOST IN ELECTRONICS

Tri-onic – *Awake At The Switch*

THE **CHASE-SHAWMUT CO.**

372 MERRIMAC STREET • NEWBURYPORT, MASSACHUSETTS

Amptrap Tri-onic td C-O-T Trionet O-T FUSE WIRE

NEWS

(Continued from page 115)

ready saddled with heavy inheritances of the strange economics which have been recommended to the country in recent years."

The F. W. Wakefield Brass Co. developed the "three-way" ceiling in the 1940's with staff members of Massachusetts Institute of Technology. In a payroll of 150 persons the company includes a methods engineer, personnel manager and five illuminating engineers.

Vancouver Distributor Opens New Branch

VANCOUVER, B. C. — Gough & Co., electrical supply merchants, have opened a branch at 624 Agnes St., New Westminster, B. C. The company's main office is located at 569 Beatty St., Vancouver.

Gough & Co., also have branches in Nanaimo and Penticton, B. C.

Kirlin Company Awards $1,000 Prize To Designer

DETROIT, MICH. — The $1,000 prize in The Kirlin Lighting competition was presented to designer David Hamilton by Ivan Kirlin, representing The Kirlin Company. The competition was for a lighting scheme for the new Convention Hall to be built in Detroit's Civic Center and was sponsored by the Michigan Society of Architects.

A jury of Detroit illuminating engineers reported that the winning design contemplated a scheme that was "perfectly practical and made use of the best possibilities of the architects' design, with lighting sources well distributed as to vertical, horizontal and accent lighting."

Prompt Payments In Gradual Decline

NEW YORK, N.Y.—The percentage of wholesale, retail and manufacturing accounts discounting or paying their trade invoices when due showed a slight decline last year as compared to 1951.

A current survey by the Credit Research Foundation of the National Association of Credit Men indicates that 84 per cent of wholesale-distributor accounts were discounting or prompt as of November 1952. In August 1952,

CALENDAR OF EVENTS

The St. Louis Electrical Board of Trade
Progress In Electrical Equipment
Kiel Auditorium
St. Louis, Mo.
April 21-23
Booths, special awards

The Electric Assn. of Kansas City
Industrial Trade Show
KMBC Building
Kansas City, Mo.
April 27-29
Exhibits

Chicago Electrical Industry Show
Conrad Hilton Hotel
Chicago, Ill.
May 11-14
Exhibits

Illuminating Engineering Society
Southern Regional Conference
Sedgefield Inn
Greensboro, N. C.
May 18-19
Technical sessions, banquets, luncheon, golf, entertainment

Electrical Mfgr's. Representatives Assn. of Michigan, Inc.
State Fair Grounds
Detroit, Mich.
May 19-22
Industrial-commercial show, exhibits, industry luncheon

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS
45th Annual Convention
Chicago, Ill.
May 24-28
Speakers, committee meetings, conference booths, awards, ladies program

Nat'l. Assn. of Electrical Distributors (Pacific Zone)
Huntington Hotel
Pasadena, Calif.
June 8-10
Speakers, golf

National Electronic Distributors Assn.
1953 Convention and Conference
Chase Hotel
St. Louis, Mo.
September 14-16
Conference, educational programs, entertainment

Eastern Electrical Wholesalers Assn.
2nd Nat'l. Electrical Industries Show
69th Regt. Armory
New York, N. Y.
September 29-October 2
Exhibits

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the figure was 84.9 per cent. The survey in November 1951 placed the figure at 87.7 per cent.

Retail accounts were reported at 82.8 per cent, a decrease of ½ of 1 per cent from August to November 1952. The decrease from November 1951 was 1.8 percent.

Hotpoint Names Winners In Distributor Contest

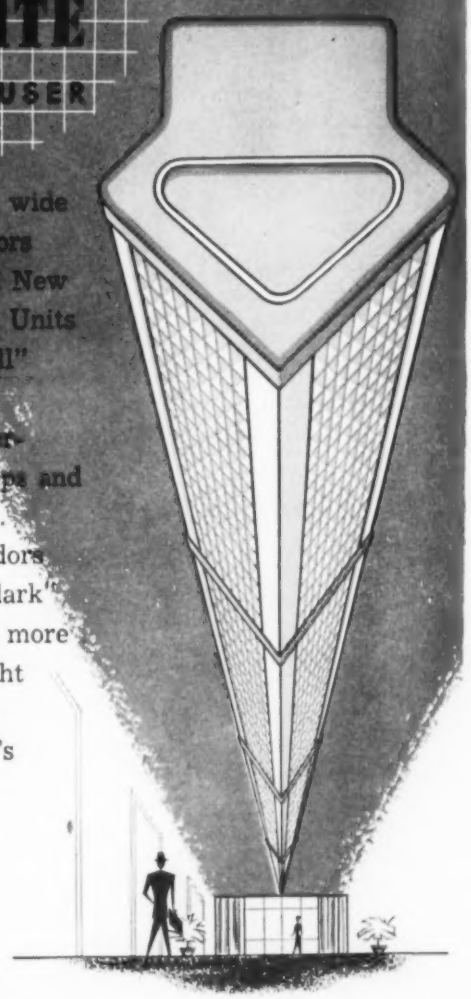
CHICAGO, ILL.—National winner of the year-long sales incentive contest

make hallways say, "Come in!"

new Guth V·C·U

"V" CORRIDOR UNIT

with GRATELITE* LOUVER-DIFFUSER



At last—you can fill wide hallways and corridors with practical light! New Guth "V" Corridor Units provide "wall-to-wall" illumination. The GRATELITE Louver-Diffuser shields lamps and is easily maintained. Hallways and corridors "come out of the dark" and turn into safer, more cheerful lines of light that guide the eyes and the step. V·C·U's available in 4′ & 8′, 1 & 2 light models.

*Patents Pending
Trademark Registered

Write for complete information today.

Guth

THE EDWIN F. GUTH CO. ST. LOUIS 3, MO.

Wholesalers Everywhere agree—
faster turnover when you sell
RIDGID
Heavy-Duty Cutters
for pipe and conduit

There's a big difference in cutters—and your customers are sure of it the first time they slap a RIDGID on a piece of conduit and see how easily cleanly it rolls through the metal. Beautifully balanced for easy action. Factory tested for perfect tracking—and guaranteed warp-proof housings of special malleable hold it. High alloy thin-blade or heavy-duty cutter wheels that leave practically no burr. It pays you to feature these popular RIDGID's.

THE RIDGE TOOL COMPANY • ELYRIA, OHIO

RIDGID
Work-Saver Pipe Tools

sponsored by the Hotpoint Co., was the General Electric Supply Company, Charlotte, N.C. The company was awarded a silver trophy.

Plaques will go to the Bluefield Supply Co., Bluefield, W. Va., high independent winner; Gesco, Richmond, Va., high Gesco winner; Graybar Electric Co., Cleveland, Ohio, high Graybar winner; and Gesco, Rockford, Ill., high branch winner.

Graybar Appoints New Managers

NEW YORK, N. Y.—J. W. Riddell has been appointed manager of the Reading, Pa., branch of the Graybar Electric Company. He succeeds the late T. J. Hopkins. Mr. Riddell started with the company in 1945 as a salesman. He previously was with the Westinghouse Electric Supply Company, also as a salesman.

H. E. Lippert is district operating manager at Cleveland replacing A. E. Kostulski who has retired. Mr. Lippert, who joined Graybar in 1932, was

H. E. Lippert

formerly a member of Vice President E. W. Cashman's staff. He has been an accountant, head of office service, assistant to the district operating manager and district supervisor of training.

H. E. Orr was named operating manager of the Amarillo, Tex., branch. He joined Graybar in 1948 as a warehouseman, became stock maintenance clerk in 1949 and office salesman in 1950.

Next Decade Motor Sales To Top 1903-1953 Total

HERSHEY, PA.—More electric motors will be built and sold between 1953 and 1963 than have been manufactured in the past 50 years. As a result, says F. C. Ruling, manager of General Electric's apparatus Atlantic

(Continued on page 134)

ELECTRICAL SALES Previews

From the Advertising Promotion Department of **ELECTRICAL WHOLESALING** abc · abp

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION · 330 WEST 42nd STREET, NEW YORK 36, N. Y.

April, 1953

THE BIG WORD IS "IF"

As 1953 pulls up at first base, the future of this so called pivotal year seems to hinge on a wide variety of loosely integrated IF's – the defense production "if" which depends on the international "if". The consumer "if" which draws much of its vagueness from the tax "if", the price "if" and the credit "if". Finally, there's the psychological "if" with the un-predictability of a horse race or the weather. But economists who take the long range view, look for another year of "rolling adjustment". No boom or bust.

Industry by industry the picture resembles a patchwork quilt compounded of ups and downs. Industries with the brightest prospects are those making highly fabricated products rather than basic materials. The electrical industry is among the chosen few.

* * * * *

CONSTRUCTION . . . THE INDUSTRY'S BIG PROP

Because construction forms a very large assured market for the goods and services of the electrical industry, it is always a good indicator of how the economic wind is blowing. At this writing the wind is still blowing at gale strength.

Total construction in '53 should equal total construction in '52, with a marked shift in the mix. For example, industrial construction will lose some of its steam and drop from the 2.3 billion dollar level of '52 to about 2 billion. The reason is clear. Most industries have the productive capacity (and then some) to meet both defense and civilian needs. Industrial construction therefore will revert to "normal expansion". Commercial construction, on the

other hand, pent up for the most part since Korea is gaining momentum and should show a substantial gain in '53 - to about the 1.4 billion dollar mark, or up about 300 million over '52. Residential is expected to remain at its present high level of 11 billion dollars.

The only type of construction work that defies crystal-balling is modernization which could put a super-rich frosting on an otherwise succulent cake. Modernization is particularly fair game for people who make, sell and install electrical materials. But it will take intensive selling.

* * * * *

ELECTRICAL DISTRIBUTORS TO HAVE MAJOR ROLE

The services of the electrical distributor are going to be in hot demand this year. Because of defense cut-backs and stretch-outs, manufacturers who built capacity to meet guns-and-butter needs will have to channel a larger slice of their production to civilian markets in order to maintain a volume commensurate with their capacity. More and better distribution is one of the most sensible ways to do the job. And with more products to sell, competition will be stepped up.

In order to maintain narrow profit margins manufacturers will find it necessary to streamline operations and cut overhead - particularly selling costs. Here, too, the electrical distributor offers plenty.

Combine nationwide distribution (to move more products) with such functions as warehousing, financing, billing, credit control, selling, delivery, service and local promotion (to lower overhead and selling costs) and you have two very specific reasons why the electrical distributor operation emerges as one of the principle keys to the electrical industry's continued prosperity.

* * * * *

THE PRICE OF FAME IS INCREASED RESPONSIBILITY

Being the fair-haired boy carries with it more than average responsibilities - particularly when you're the middleman which describes accurately (if un-glamorously) the electrical distributor's position. If the electrical distributor is to meet the challenge at hand he'll find it helpful to appraise honestly and objectively his various relationships and the responsibilities that stem from them. For example,

his responsibilities to his manufacturer suppliers...and the manufacturers' responsibilities to him. His responsibilities to electrical contractor customers... and their responsibilities to him. Then there's the electrical dealer and more mutual responsibilities.

All of these questions on responsibility are provocative and fundamental . . . demand careful definition if electrical distributors are to fulfill their role as custodians of the electrical industry's prosperity.

These are the questions that the editors of ELECTRICAL WHOLESALING will tackle in their May Convention Issue. In a special let-the-chips-fall-where-they-may series of articles, they will discuss these vital responsibilities in a realistic manner, so that you can determine whether you're getting... and giving...a fair shake. Important reading, these articles will clear the air...put you on the right track to win customers and influence suppliers.

Here's a pleasant surprise...if you've ever struggled over a lighting presentation and then wondered how convincing your story was. The May Convention Issue will carry a feature on how to build a packaged lighting presentation. A sure-fire sales aid in a field with unlimited sales possibilities.

Have you ever wondered how other salesmen spend their time. If so, your curiosity will be satisfied by another special article in the May Convention Issue. Based on a survey among distributors' salesmen, this article will give you both a basis for comparison and some worthwhile ideas on how to spend your time more profitably. Finally, the May Convention Issue of ELECTRICAL WHOLESALING will carry the program and schedule for the NAED Convention in Chicago.

More important, the May Convention Issue is going to serve up material that will be the talk of the Convention...if you're planning to attend. And several productive hours of reading if you stay home.

Of course your manufacturer suppliers will be represented in the advertising pages. We expect that their advertising will reflect one important function of the Convention - to get together with you on a friendly and personal basis . . . discuss plans for the year...show you their range of products including some new ones...give you some new selling points and suggest some newly developed applications.

Sounds like an action-packed issue...one that will gird you well to do a better selling job in an economy of "seething stability".

IN THE WORKS...

Coming Soon!

Complete monthly wholesale price index, plus analysis and interpretation of price trends by a well-known authority.

How many sales calls a week?

Sales meeting guide for sales managers.

Quarterly sales and inventory review.

Sales Clinic — questions and answers.

How do wholesalers make use of news letters among their customers?

How to analyze your own sales performance — your SIQ?

Terms of the trade, or how to talk your customers' language.

What a salesman should wear.

Should you have accident insurance?

What about '53 cars?

Books that can help you sell better.

LPI AREALUX

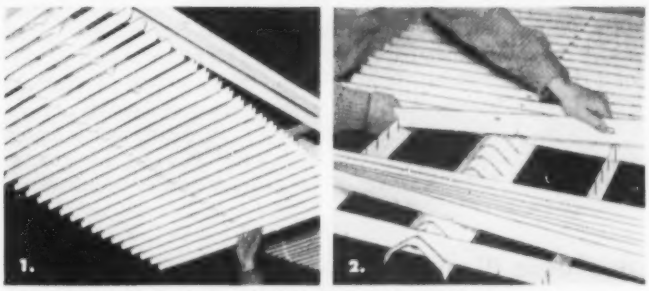
This Arealux fixture is 35¼" wide, 97" long, 5" high. Also available in 48" and 72" lengths; 13" and 18" widths.

See it – compare it

No other LARGE AREA LUMINAIRE can match these new exclusive features

1. Large area light source, very shallow, highly stylized.
2. Louvers separately removable for cleaning (see below).
3. Completely **self-contained** as a louverall system.
4. Exclusive hanger arrangement provides perfect alignment.
5. Fixtures easily joined endwise or sidewise, or both, for large panels of light. Top reflectors available.
6. Highly efficient used alone or in combinations.
7. Can be surface, suspension or recess mounted.
8. Shipped fully assembled, ready to install at **minimum** cost.
9. Priced comparable to standard width fixtures.
10. Completely wired with E. T. L. and U. L. approved ballasts. U. L. approved and I. B. E. W.—A. F. L. Union Label.

LIGHTING PRODUCTS, INC., Highland Park, Ill.



NEW LOW in cleaning costs. 100% cleanability. **1.** unhinge louver panel—one hand does it! **2.** Lay panel flat on table. Slip out louvers with simple finger pressure. Wipe both sides of blade clean simultaneously with damp cloth. Snap louvers back in—and the job is done!—in about 1/10 the time needed for old-style fixtures.

Lighting Products, Inc., Dept. C, Highland Park, Ill.
Please send me LPI AREALUX BULLETIN #470. I am interested and want to know more, but this request obligates me in no way whatever.

MAIL COUPON NOW

FIRM NAME_____

My Name_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

America's Smallest Corporations

Continued from page 63

$100. Each junior company is sponsored by an adult business organization and advised by three employees of the sponsoring firm. Members of the groups are recruited in public and parochial high schools through the cooperation of school authorities.

The nominal monthly rent each company pays entitles it to share, with other J. A. companies, the use of the office and manufacturing equipment at the Junior Achievement business centers maintained by Junior Achievement, Inc. Each center is under the direction of a paid staff director.

This unique training program is currently teaching more than 20,000 American youths the rudiments of business management. Under the guidance of their adult advisers, members of more than 1,500 of these miniature companies are learning to go through all the steps required in the formation of a regular business.

The boys and girls themselves decide upon an article to manufacture or a service to perform, go into production, keep their own books, handle their own banking, advertising and selling. They serve as both executives and workers, and learn in miniature the problems of labor and management that are part of the business life of any company.

The companies meet one night a week for a period of one year during which they go through the entire cycle of a corporate business, from creation of the original idea to the final liquidation of the business that was built on the idea.

• **How and Why Started?**—Junior Achievement began in Springfield, Massachusetts, in 1919. Its founder was the late Horace A. Moses, chairman of the Strathmore Paper Company, and his collaborators were the late Senator Murray A. Crane of Massachusetts and Theodore N. Vail, former president of the American Telephone & Telegraph Company.

These pioneers wanted young people to get practical training outside the schoolroom. They wanted them to take part in business and industrial operation and also to become acquainted with their own aptitudes and talents so that they might move confidently into suitable jobs.

Accordingly, they were to learn the needs, problems, and the atmosphere of business by creating and operating miniature enterprises of their own.

This required help from adults, of course. Junior Achievement was made a corporation in 1926 and thus its aid to young people was put on a more dependable basis. In 1942, national headquarters were set up in New York City at 345 Madison Avenue, and a national expansion program was launched.

Judging by previous experience, the majority of all J. A. companies will return a dividend to their stockholders at the end of the program year. Not all, of course, will make a profit and those who finish in the red will have the unpleasant task of explaining "why" to their stockholders.

Preparing such a report, and analyzing the mistakes that cause failure, often teach the Achievers as much as they might have learned from success.

To encourage these youngsters to make most of their opportunities a number of prizes and awards are given by various organizations. The New York Stock Exchange annually offers a bronze trophy to that Junior Achievement company which turns out the best financial statements (irrespective of how the company's fortunes have fared) and gives the president and treasurer of the company a four-day holiday in New York.

Special prizes are given in electrical products, woodworking, plastics, metal, journalism, services and radio by interested industrial, business and professional groups.

In addition to sponsorship of Junior Achievement companies, members of our industry have been actively providing leadership in setting up and supporting the organization in the 44 areas where it is now operating.

When the teen-agers have served their period of business apprenticeship, they have learned a great deal, often without realizing it. Talks with young Achievers indicate a good general understanding of business with particular emphasis on the following:

1. A genuine understanding of economics.
2. What it takes to make a profit.
3. The necessity for departmental co-ordination between production and sales.
4. Vital importance of product advertising.
5. The fact that sales do not make themselves but must be made by salesmen.
6. An understanding of vocational aptitudes and adult employment standards.

Business Plans for New Plants and Equipment

Continued from page 70

to build their working capital position or pay off debt. The remaining 10 per cent of the manufacturers have not spent all of their depreciation for plant and equipment, nor do they intend to in the future.

Depreciation reserves appear to hold up the minimum level of capital spending which businessmen say they would make even under recession conditions. The minimum capital spending businessmen report for 1954-56 is $6.0 billion a year while depreciation funds will average $7.5 billion in this period. About 80 per cent of depreciation funds will go into plant and equipment even under adverse conditions.

We can also get some inkling of where future capital spending will be strongest from the accumulation of depreciation funds. Depreciation funds are now a fairly small proportion of present capital spending in the basic industries. The ratio of depreciation to spending is between one-third and one-half in steel, machinery, electrical machinery, automobiles, chemicals, and petroleum. It is only about one-sixth in transport equipment.

But the dollar amount of depreciation is also growing the most rapidly in these same industries. This comes about from the large investment in defense facilities needed in these industries since 1950, plus the rapid amortization of defense plants which the government allowed. The basic industries will, therefore, have large sums from depreciation becoming available in 1954-56. In steel the depreciation reserves may pile up faster than is needed to finance planned capital investment. By 1955 for in-

stance the steel companies will have $829 million in depreciation, but their preliminary investment plans amount to only $623 million. Somewhat the same situation is true in transport equipment, engines, apparel, meat, and non-ferrous metals.

The manufacturers of consumer goods, on the other hand, already have a fairly high ratio of depreciation to spending, and their depreciation funds are not increasing rapidly. This is true of food, textiles, and the "other manufacturing" group, which includes apparel, paper, lumber, rubber, etc. Almost two-thirds of capital spending is financed out of depreciation in these industries. Growth in depreciation allowances will be very modest by 1955 in these industries because they did not benefit from the defense expansion or the rapid amortization provisions.

• **How This Survey Was Made**—The capital expenditure survey made by the McGraw-Hill Department of Economics is a report on the plans of industry for 1953 through 1956. It does not tell what ought to be spent for new plant and equipment. It is not a commentary on the policy implications of capital expenditure plans. It is solely a report of what industry now intends to spend on capital goods.

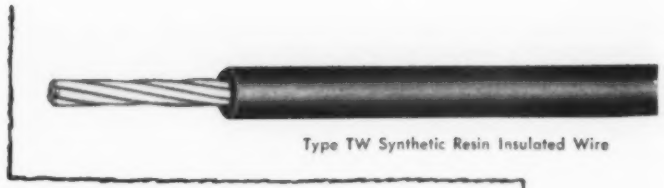
The companies cooperating in this survey employ more than 60 per cent of all workers in industries where capital investment is highest. That includes chemicals, oil, railroads, machinery, autos, utilities, and steel. These industries account for two-thirds of all spending for capital goods. The companies included in the sample were mostly the bigger companies in these industries.

In other industries, coverage was not so complete. But the participating companies were carefully picked to make up a representative cross section.

In all, the sample includes companies employing over five million workers. That is about one-quarter of the total employment of all industry.

Physical capacity was measured by figures by the cooperating companies themselves. All companies were asked to select their own measures of physical output. A steel company may use ingot tons, for example, while an aircraft engine maker compares the rated horsepower of the engine he produces. The results are the only available direct measures of the expansion in industry since 1939.

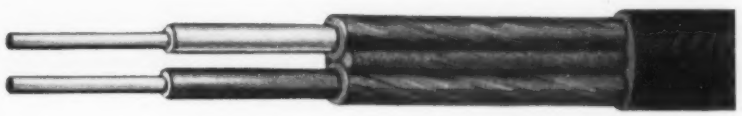
The capacity index in this report is the most widely used capacity infor-



Type TW Synthetic Resin Insulated Wire

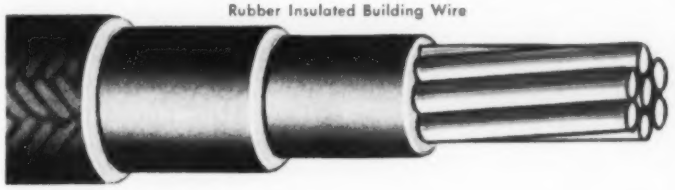
CHOOSE **COLLYER** WIRES AND CABLES...

Type RR Underground Cable



Cablex (Non-Metallic Sheathed Cable)

Rubber Insulated Building Wire



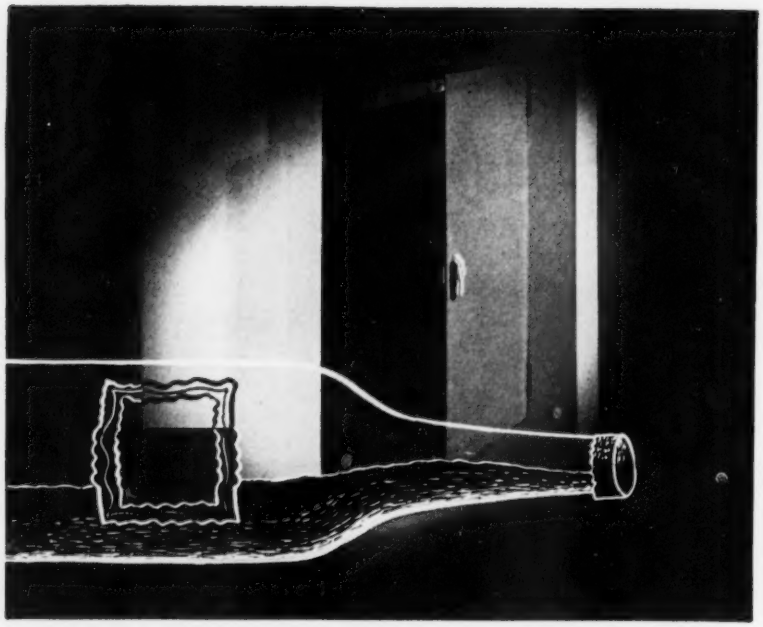
FOR EASY WORKABILITY...

Service Entrance Cable

FOR QUALITY YOU CAN TRUST

COLLYER

FOR SAMPLES AND PRICES, WRITE COLLYER INSULATED WIRE CO., 245 ROOSEVELT AVE., PAWTUCKET, RHODE ISLAND



Your panelboard may be your bottleneck

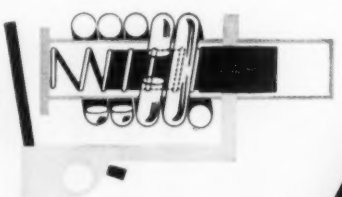
YOUR branch circuits may be wired for 30 or 50 amperes, but do you *really* get that power through your panelboard? Do you have frequent power interruptions during periods of high production . . . particularly in hot weather?

Plant engineers are breaking this nuisance bottleneck by replacing with HEINEMANN Circuit Breakers. The current carrying capacity of HEINEMANN Circuit Breakers does not vary with temperature; nor do the set tripping points. De-rating is never necessary . . . 50 amperes means 50 amperes of usable capacity in your branch circuits. There is never nuisance tripping with the accompanying costly production delays.

HEINEMANN Circuit Breakers operate on a hydraulic-magnetic principle. They provide inverse time delay to allow for starting inrush and harmless, momentary overloads . . . yet they provide the fastest circuit interruption available on large overloads or short circuits.

HEINEMANN Circuit Breakers pay for themselves in another way, too: They have low wattage loss which reduces the current consumption in the panelboard itself . . . a considerable long-term saving.

don't use heat ...USE POWER



Write for Bulletin 3101.

HEINEMANN ELECTRIC CO.
152 PLUM STREET • TRENTON 2, NEW JERSEY

mation available, and this year's capacity figures are directly comparable with those published in last year's McGraw-Hill report. The dollar figures on capital expenditures used in this report, on the other hand, have been put on the same basis as the revised series published by the Department of Commerce for the years 1945-52. To make comparisons with the dollar amount of capital investment in past years, therefore, the Department of Commerce series should be used.

The McGraw-Hill study makes no allowances for the change in the value of the dollar. The totals reported by industry are compiled exactly as they are given. Therefore, to obtain the actual physical difference between one year's spending and another's, you must remember that the value of money has shrunk.

Capital spending for the electric utility companies was obtained through the cooperation of *Electrical World*, a McGraw-Hill publication. Figures on gas utilities are from the American Gas Association Survey. Correspondents of *Business Week* personally interviewed many company executives. Other McGraw-Hill magazines helped in conducting the survey in their own particular fields.

Best AW Meeting

(Continued from page 113)

in the Quad-Cities, where there are 60,000 meters, 1,301 jobs have been sold in the past three years.

Though skeptical at first, cooperating contractors in both areas now are enthusiastic about the effort, according to the three contractors on the panel—Fred Schleicher, Pioneer Electric & Sound Co., St. Joseph, Mo.; G. O. Farlow, Farlow Electric Co., Moline, Ill.; and H. L. Shaw, Shaw Electric Co., Davenport, Iowa. They said that, among other things, the programs relieved them of time-consuming sales work and much unnecessary traveling between jobs.

• **From 3 to 5 Per Cent**—Discussing the subject, "Are People Using Too Much Electricity?" Keynote speaker A. R. Hines, chairman of the National Adequate Wiring Bureau and G.E. vice president, pointed out that the electrical share of the gross national product should increase from its present level of 3-3½ per cent to 5 per cent in 10 years. "Also," he said, "there are predictions that the residential use

of electricity will again double in the next decade."

But this rosy sales future hangs on the wiring capacity in America's homes, commercial and industrial buildings, Mr. Hines added. "Our first order of business must be intensive promotion of adequate wiring among professional builders and the public. All branches of the electrical industry must unite to intensify this effort—because today we are certainly putting a strain on the average home wiring system!"

He concluded his presentation with some facts on the size of the wiring market. An additional $2 billion in wiring business alone is a conservative estimate for the old home market. Coupled with this is another $100 million annually for adequate rather than minimum code wiring in the nation's new homes, he said.

The time has come when all branches of the electrical industry realize that consumers cannot continue indefinitely to add electrical appliances to residential systems already close to the elastic limit, said Carl T. Bremicker, vice president in charge of sales, Northern States Power Co. "We can produce all the energy needed to serve new appliances our customers acquire, but how long can the wiring system on the customer's side of the meter take it?"

• **Coming Up**—During 1953, the National Adequate Wiring Bureau will offer a well-rounded program to sell consumers, lenders, home economists, electrical contractors and other industry groups on the importance of up-to-date wiring, said Lester E. Barrett, chairman of the NAWB Plan Committee and president of Barrett Electrical Supply Co., St. Louis. Of special interest is the expansion of the consumer advertising program, which will reach millions of home owners through the pages of "shelter" magazines. The increase, he said, was due to the outstanding success of nominal size ads run in 1952, which pulled an average of 1,000 requests a month for an explanatory booklet.

Mr. Barrett listed as new items scheduled for 1953 production:

• A promotional kit for electrical contractors to use in selling better wiring.

• Placards for model homes.

• A new house sign to identify certified jobs.

• Spot announcements for use on TV.

Continued

Introducing NEW

IDEAL Cush'N-Blo

SOFT-FACE HAMMERS

5 Grades of Hardness for All Types of Work

Outwears Other Types of Soft-Face Hammers

REPLACEABLE TIPS of Super-Durable Plastic

SOFT · MEDIUM · TOUGH · NYLON · HARD

Volume Builders with a BIG Replacement Market!

Every one of your customers needs these efficiency tools. *Not* just one or two—most will want a whole assortment as they find out how IDEAL Cush'N-Blo Hammers outwear and outperform every other type of soft-face hammers.

SELL THEMSELVES. All you have to do is put a Cush'N-Blo in your customer's hands. He'll see for himself how it enables maximum impact with less effort because there is no rebound or sting. Cush'N-Blo Hammers are SAFETY approved. Spark-proof and chip-proof, they will not mushroom under the heaviest blows, can be used on finely finished surfaces, electrical equipment, precision machines. Tips can be used in any combination, can be replaced or changed in a jiffy—which means profitable replacement business for you.

CASH IN ON THE HOTTEST LINE IN HAMMERS—ORDER TODAY

A HAMMER FOR EVERY JOB

5 Diameters
14 Weights
Regular or Shot Loaded

IDEAL INDUSTRIES, Inc.
1047 Park Avenue, Sycamore, Illinois

Send me complete data and prices on IDEAL Cush'N-Blo Hammers.

Name_____

Company_____

Address_____

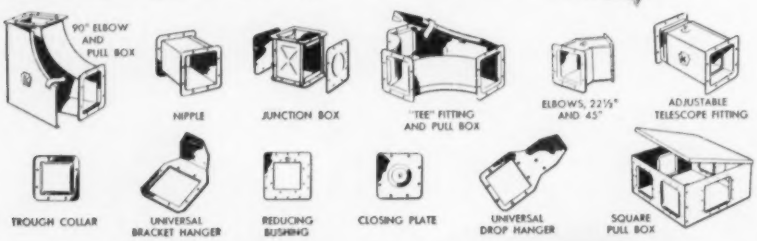
City_____ Zone____ State_____

FOR "Custom-Quality" WIRING JOBS . . . SELL
KEYSTONE
WIREWAYS AND FITTINGS

Here's a fast-moving line for you to stock and sell! It's complete . . . every type of wireway in demand today, plus a variety of versatile fittings for any electrical distribution layout. Look over this "All Star Lineup" . . . then take steps to line up with Keystone!

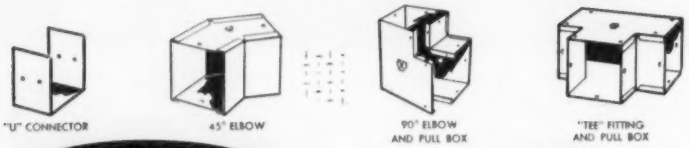
FLANGED

FLANGED HINGED COVER—1′ thru 5′
lengths—2½" x 2½", 4" x 4", 6" x 6", 8" x 8".



FLANGELESS

FLANGELESS SCREW COVER—1′ thru 5′
lengths—2½" x 2½", 4" x 4", 4" x 6", 6" x 6", 8" x 8".



CUTOUT AND PULL BOXES

There's the picture . . . *typical* of the versatile, profitable Keystone line. You can get *the whole story,* including specifications and prices, from the new Keystone catalog, just off the press. Now, while you're thinking about it, drop us a note asking for your free copy! You will be under no obligation at all.

KEYSTONE MANUFACTURING COMPANY
23328 Sherwood Ave. • Centerline (Detroit) Mich.
Sold Through Leading Electrical Wholesalers Coast-to-Coast

• A special folder aimed at financing institutions.

• An additional teaching aid for home economists.

About 15 per cent of the appliance dealers in Louisiana Power and Light's territory are now telling the adequate wiring story to customers, said J. M. Mooney, wiring consultant for the utility. This reversal of former practices was achieved by making dealers aware of their profit losses through return of appliances from dissatisfied customers, replacement of burned-out motors and excessive service calls, he said.

• **They Go Together**—Joint promotion of adequate wiring and light conditioning really pays off, agreed all participants in the AW-planned lighting panel. When properly merchandised, these features attract great public interest and win demands for repeat performances from builders. In detailing their experiences, several panelists stated that builders are loathe to cooperate when first approached on the idea. But after one venture, they clamored for continued promotional aid on homes so equipped.

Members of the panel were H. H. Brenan, Pennsylvania Power & Light Co., Allentown, Pa.; Robert W. Neel, Cincinnati Gas & Electric Co., Cincinnati; Frank Loula, Northern States Power Co., Minneapolis; E. W. Commery, General Electric Co., Nela Park; Art Jones, Westinghouse Electric Corp., Pittsburgh; and John F. Biggi, National Adequate Wiring Bureau.

NEWS

(Continued from page 124)

district, the electrical manufacturing industry is expected to grow twice as fast as the rest of the economy in the years ahead.

Mr. Ruling addressed his remarks to some 150 members of the General Electric Supply Company's sales organization at a recent two-day meeting. The event was the first in a series of regional conferences designed to boost the sales of industrial and power distribution products through agents and distributors. The market for industrial products is expanding more than ever before, Ruling told the conference.

Throughout the next two months similar meetings will be held in cities across the country for salesmen and

DEL MATHESON, manager of the electrical supply division, The Orkil Co., Hartford, Conn., is happy over the way the company has expanded its territorial coverage to include many heavy industrial buying areas. He has announced that Joseph Ryan and Bob McCulloch have been added to the sales staff.

management of General Electric Supply Co., Graybar Electric Co., and other distributors. Subjects discussed will include the marketing of motors, controls, meters, instruments, heaters, lighting and power distribution equipment.

Oliver Moves Sales Office

PITTSBURGH, PA. — The Oliver Iron and Steel Corporation announces the location of a new general sales office in the Oliver Building, Pittsburgh 22, Pa.

Keps Electric, Pittsburgh, Wins League Award

PITTSBURGH, PA. — The Keps Electric Company has been awarded a silver plaque for the most outstanding distributor job performed during a recent "Cooperative All-Industry Planned Lighting Campaign." The contest was sponsored by the Electric League of Western Pennsylvania.

The award was made on the basis of sales by individual employees and on the quality of recommended lighting jobs as they compared to specified minimum requirements set up for stores, schools and offices.

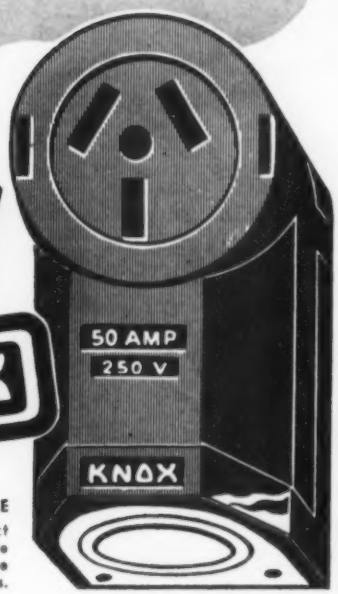
The following Keps employees won individual prizes: L. D. Ecoff, 1st prize; Harold Stein, 3rd prize; and Frank Woodworth, 8th prize.

Brady Electric Names R. E. Baker Sales Manager

ELMIRA, N. Y.—Rollin E. Baker has been named sales manager of Brady

your customers want Quality wiring devices

Specify KNOX



NO. 599 RANGE RECEPTACLE
A typical KNOX product is this range receptacle with patented, pressure type, polarized terminals.

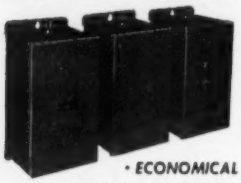
KNOX Wiring Devices are designed and manufactured to unusally high standard for dependability of performance and ease of wiring. Recommend KNOX Wiring Devices for superior performance, safety and QUALITY.

Write for free illustrated catalog

KNOX PORCELAIN CORP.
KNOXVILLE 1, TENNESSEE

NOW! MARCUS
LIGHTING TRANSFORMERS
for quicker, easier installation

THREE PHASE INSTALLATION



• ECONOMICAL
• COMPACT • EFFICIENT

1 to 3,000 KVA up to 15,000 Volts to meet Individual Requirements
- DISTRIBUTION
- GENERAL PURPOSE
- UNIT SUBSTATION
- PHASE CHANGING
- ELECTRIC FURNACE
- RECTIFIER
- WELDING
- MOTOR STARTING
- SPECIAL

Representatives in Principal Cities

New MARCUS "Type C" general purpose lighting transformers, for installation either indoors or outdoors, are available for immediate delivery in sizes from 1 to 15 KVA, single phase and three phase. The full lighting line is available NOW, from stock, in sizes from 1 to 50 KVA, single and three phase, up to 600 volts. All contain Class B hi-dielectric, hi-heat magnet wire insulated with DuPont's miracle "*Mylar*" polyester film with at least ten times the puncture strength of standard magnet wire.

New MARCUS "Type C" indoor-outdoor lighting transformers are constructed with electrically welded sheet steel case. Scientifically placed vents provide completely weather-proof ventilation. Self-contained wiring compartment means faster-than-ever installation.

Write for price list

"Mark of Quality"

MARCUS
TRANSFORMER CO., Inc.
HILLSIDE 5, NEW JERSEY

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF DRY TYPE TRANSFORMERS EXCLUSIVELY

Electric, Inc., 255-259 State St., this city. He will supervise sales in southern New York state and northern Pennsylvania.

Mr. Baker has been a division sales manager since joining the company on January 2, 1953. He succeeds Harry B. Belig who has resigned.

Parr Authors New Book

NEW YORK, N.Y.—Charles McKew Parr, a Connecticut State Senator and for years a Magellan scholar, has completed a biography of the great Portuguese navigator. It will be published May 25 by Crowell under the title "So Noble a Captain: The Life and Times of Ferdinand Magellan." Mr. Parr is chairman of the board of Parr Electric Co., Inc., Newark, N.J., distributors.

Northwest Supply Moves

PORTLAND, ORE.—The Northwest Electric Supply Company's new house is located at S. E. Seventh & Adler, Portland 14. The company opened the new and remodeled location on March 20.

New Appointments Made By Westinghouse Supply

NEW YORK, N. Y.—The following new appointments have been announced by the Westinghouse Electric Supply Company:

Bangor, Me.—Edward C. Flaherty succeeds G. J. Libby as manager of the local branch. Mr. Libby has retired. Leslie Bailey is manager of the Burlington, Vt., branch.

Hartford, Conn.—William J. Barry is branch manager of the apparatus and supply division. He was formerly an apparatus salesman.

Newark, N. J.—M. Joseph Regan is consumer products sales promotion manager for the eastern district. He was formerly consumer products salesman. John G. Parsons, eastern district radio-television sales manager has been assigned responsibility for the activities of the district sales specialties department.

Springfield, Mass. — Richard E. Walsh is manager of the consumer products division. He was a consumer products salesman at the New Haven, Conn., branch.

Seattle, Wash.—Westinghouse Electric Supply Company's district headquarters announces that William M.

R. N. (RAY) LEACH has been elected executive vice president of Jasper Blackburn Corp., St. Louis, Mo. Previously he had served as sales manager, having been associated with the firm, and predecessor firms, since 1928. Ken Way was announced as sales manager and K. G. Klotz as treasurer.

Jewell is manager of consumer products for the north Pacific district. In charge of apparatus and supplies is Albert L. Wiegenstein. Other changes include: Earl R. Constable, district apparatus and supplies sales manager; Roy D. Constable (Earl's father), branch manager of consumer products at Portland, Ore.; Robert H. Fewell, branch manager in Yakima, Wash.; and Alfred J. Flechsig, field sales supervisor of apparatus and supplies with headquarters in Seattle.

Worcester, Mass.—Francis X. Winn, in addition to his present duties as consumer products branch manager at Providence, R. I., has also been appointed manager of the consumer products division at the local branch office. James L. Robinson is manager of the apparatus and supply division succeeding M. J. Stone who will retire in August.

Housing Starts Up 77,000 In February

WASHINGTON, D.C.—An upturn in housing starts began in February when 77,000 new permanent nonfarm dwelling units were put under construction, according to preliminary estimates of the U.S. Labor Department's Bureau of Labor Statistics.

The estimate represents an increase of 6,000 units, or 8 percent, over January and almost equals the February 1952 figure, despite severe storms in the latter half of the month in some sections of the country. The 148,000 unit total for January and February 1953 was about 5,400 units above 1952 but less than those two months in 1950 and 1951 by 13,700 and 18,500 units. Both private and public housing

STOCK IMMEDIATELY AVAILABLE AT

Denver, Colorado
c/o Denver Diet Mineral Co.
1543 Decatur St.

Philadelphia 22, Pa.
Eastern Distributors
1931 N. 2nd St.

Haddon Heights, N. J.
Eastern Distributors
222 W. Atlantic Ave.

Morton, Del. Co., Pa.
Eastern Distributors
Waverly Ave. N. of Yale Ave.
P. O. Box 38

New York City 11, New York
Benjamin I. Erlich Co.
126 Ninth Avenue

Dallas, Texas
c/o Koon-McNatt Storage & Transfer Co.
1100 Cadiz

Houston, Texas
c/o Houston Terminal Warehouse
701 N. San Jacinto St.

Greensboro, N. C.
c/o Central Carolina Warehouse
E. Bessemer Ave.

Tampa, Florida
National Steel Cabinet Co. Warehouse
1410 W. Platt St.

New Haven 10, Conn.
Wrentham Co.
12 Whiting St.

Boston, Mass.
Wrentham Co.
61 Hampshire St.

Louisville 2, Ky.
Walter R. Metz
c/o A-M Electric Co.
823 West Main St.

Three *more* reasons why NATCCO bathroom cabinets outsell others!

NATCCO Cabinets are leaders because they represent *quality plus economy*. National offers features that no other company has. And National Steel Cabinet is the largest exclusive manufacturers of bathroom cabinets.

COUNTER & FLOOR DISPLAYS

Here's a counter display that will fit anywhere. Made of sturdy materials, it displays the fast moving 1102FL GARFIELD model. It requires no assembling. It has a pocket for "take one" literature. You buy only one model 1102FL to obtain it.

LIMITED OFFER!

This well designed, four color floor display zooms cabinet sales. It attracts attention to any part of your store — where it effectively displays four cabinets — two lighted and two unlighted models. This beautiful display is furnished you free-of-charge with each order of 3 each of models 1102FL, 802, 1902FL and 1902P. Easy to set up—takes less than 5 minutes.

LITERATURE

NATCCO offers a complete line of handouts, mailing pieces, mats, catalogs, reprints, sale sheets—everything necessary for complete promotion of National Cabinets to your customers. *All furnished free of charge.*

NATIONAL ADVERTISING

Each month National Steel Cabinets are being promoted to thousands of architects, builders and other contractors. National advertising through trade and consumer magazine and direct mail tell the NATCCO quality story for jobbers and retailers.

SEND FOR THIS PROFIT MAKING STORY!
Read further details of how the NATCCO line of quality bathroom cabinets means more profits for you. Your letterhead will bring complete details.

NATCCO MIRR-O-NETTE

NATIONAL STEEL CABINET CO.
3418 N. Crawford Ave. Chicago 39, Ill.

FOR BETTER Overall Electrical Protection

Sell

PIERCE

QUALITY FUSES

C-o-o-l OPERATION *through* **SCREEN VENTING**

Pierce Fuses operate 10 to 40% cooler than other fuses because their venting permits free flow of air through the interior. They do not blow during safe overloads. This also prevents afterblow, because dangerous gases and pressures have a ready escape if a link lets go to protect equipment.

HIGH-PROFITS *plus* **"REPEAT" BUSINESS**

Yes, Pierce Quality Fuses are high-profit items. Easy to sell, too, because Pierce quality is recognized. The cases, for instance, last 6 to 8 times longer. Their tubular bridge assures continually correct knife blade alignment and perfect clip contact.

All Pierce Quality Fuses are equipped with the famous Balanced Lag Links.

WRITE for this informative booklet which shows how you can offer better all-around electrical protection at greater economy.

ALSO A COMPLETE LINE OF QUALITY NON-RENEWABLE FUSES

PIERCE RENEWABLE FUSES, INC. LEICESTER NEW YORK

shared in the gain over January-February 1952.

Preliminary reports show that the increase was mostly in the north and west, with a somewhat lower rate in the southern regions which had previously reported gains for January.

Norge To Manufacture Hamilton Washers

TWO RIVERS, WIS.—Norge division, Borg-Warner Corp., will manufacture the automatic washer to be marketed by Hamilton Manufacturing Co. Hamilton's entry into the washer field is scheduled for late spring or early summer.

The Hamilton washer, to be made at Norge's Herrin, Ill., plant, will differ from the Norge washer in many respects. George P. F. Smith, Norge president, emphasized that production of Norge laundry equipment would not be affected by this development.

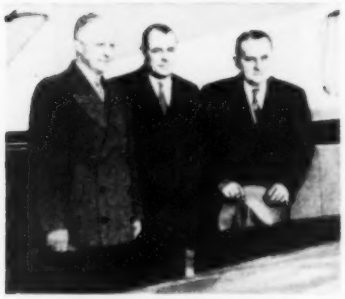
NEMA Winter Meeting Held in Chicago

CHICAGO, ILL.—"It has been estimated that there are at least 20 million owner-occupied homes in this country which need to have some wiring added to their present systems," A. R. Hines told members of the National Electrical Manufacturers Association at their winter conference. Mr. Hines is commercial vice president, marketing division, General Electric Company.

Mr. Hines said that the lifting of government controls has given the industry the green light to produce all the country can absorb. He referred to the prediction that the electrical content of the gross national product will increase from 3 or 3½ per cent to 5 per cent in 10 years.

Arch Booth, executive vice president, Chamber of Commerce of the United States spoke on "The Washington Scene." He stressed that the new administration and congress cannot solve today's complex problems without the help and constructive support of the thinking people of the country.

Carl H. Bissell, vice president in charge of engineering, Crouse-Hinds Co., Syracuse, N. Y., has been presented with a 50 year certificate in recognition of his services to the association. As a member, he has represented Crouse-Hinds in a number of NEMA sections and since 1934 has served on its codes and standards committee.



G. T. MORROW (left), vice president in charge of sales and M. C. Wilt (right), president of Curtis Lighting, Inc., welcome W. J. Dorrans, newly appointed northwest central regional sales manager. Company plane is in the background.

Curtis Lighting, Inc., Announces Expansion Plan

CHICAGO, ILL.—M. C. Wilt, president of Curtis Lighting, Inc., has announced an extensive expansion program which calls for a large sales force, redistricting of territories, plant expansion and modernization.

J. V. Bradley, former Boston territory representative, has been appointed regional manager for the East Coast with headquarters at 545 Fifth Ave., New York. W. J. Dorrans, Minneapolis representative will head the northwest central region, with headquarters in Chicago. The southwest central region will be supervised by C. F. Peterson whose headquarters are in Dallas.

The new regional managers will report directly to G. T. Morrow, vice president in charge of sales. P. D. Cornelisen, general sales manager, will coordinate sales planning.

L. H. Graves, former vice president in charge of the New York sales office has resigned but will continue in a consulting capacity until June 30, when he will retire after 41 years of service. C. E. Johnson, former Chicago sales manager has also retired after 38 years of service.

Munger Forms Company

ST. CLAIR, MICH.—Formation of The Munger Co., serving Detroit, outstate and Toledo areas as merchandising consultants and manufacturerers representatives, has been announced by Justin K. Munger. Until recently he served as sales manager of the electrical division of Rival Manufacturing Co., Kansas City, Mo. Mr. Munger started in the sales field as an electrical wholesaler's salesman calling on firms in Detroit and Michigan.

stock PAINE hanging and fastening devices

. . . the line with PLUS VALUES

PLUS VALUE One Source for all of your requirements in hanging and fastening devices. Saves you paper work — can save you on freight.

PLUS VALUE *Top-Flight Quality*. The newest and best in manufacturing methods and quality control give you flawless products your customers like to use.

PLUS VALUE *Strong, Colorful Cartons* with complete easy reading content identification.

PLUS VALUE *Customer Demand* stimulated with abundant promotion that includes advertisements like this . . .

ask for PAINE "Spring-Wing" TOGGLE BOLTS

5 different head styles to suit the job

threads factory tested

zinc plated — rust-proof

heads assembled to bolts — ready to use

time saving hold-clamp in every package

Paine's spring-wing action never fails

99 sizes — types

Just one of Paine's family of products.

EASY TO USE
DO THE JOB RIGHT
SAVE TIME AND LABOR
when you work with hollow walls and ceilings

Send for Catalog of Paine's Complete Line

THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S

For a line on the full line write for catalog.

Send me complete literature and details on the Paine story for distributors and dealers.

Name _____

Company _____

Address _____

THE PAINE COMPANY, 3 Westgate Road, Addison, Illinois

FRIGID *presents* **NEW**

1953 ROOM AIR CONDITIONERS

Scientifically designed by engineers for guaranteed performance

FRIGID Window-type ROOM AIR CONDITIONER houses a hermetically-sealed, carefully dehydrated refrigeration system which is the basis for the conditioner's multiple functions — *cooling, dehumidifying, filtering, circulating, exhausting and ventilating.* Variable Cooling THERMOSTATIC CONTROL . . . *Built-in at no extra cost!*

- Available in 3 sizes —
- ½ H. P., ¾ H. P. and 1 H. P. Units
- Most Liberal 5 Year Warranty & Labor Allowance
- Simple Installation
- Unconditional Guarantee

FRIGID also manufactures a complete line of ventilating equipment to meet your needs . . . heavy duty Exhaust Fans, Blowers, Spray Booth Fans, Pedestal Fans, Attic Fans. And for the office and home—Hassock and Reversible Window Fans. *You can depend on the FRIGID quality line.*

Jobbers: Write for the NEW 1953 Descriptive Catalog.

FRIGID INCORPORATED

FORMERLY CIRCULATORS AND DEVICES MFG. CORP.

168 THIRTY-SECOND STREET, BROOKLYN 32, N. Y.

A. H. GILLESPIE is general sales manager of the Amplex Corp., Brooklyn, N. Y. "Alex" previously headed lamp merchandising for the New York Merchandising Co. He is past president of the Elram Lamp Works, Hoboken, N. J., where he also served as sales manager. Mr. Gillespie has been treasurer and vice president of the Incandescent Lamp Manufacturers' Association.

GE Supply Names Cameron Jackson, Miss., Manager

JACKSON, MISS.—Cecil N. Cameron was appointed local house manager for the General Electric Supply Company. A native of Alabama, he comes from the Memphis, Tenn., branch where he has been active in the operating and sales department.

Mr. Cameron joined the company in October 1940. He has served in Memphis and in Knoxville, Tenn.

Excess Profits Tax Hits Small Business

NEW YORK, N. Y.—The Excess Profits Tax takes its heaviest toll from small business, a recent survey undertaken by the National Association of Manufacturers reveals.

The survey disclosed that of 2,639 companies reporting which were subject to the tax, 78.6 per cent were in the small company category, employing 500 or fewer persons. In some cases, said the NAM, as much as 82 cents was taken out of a dollar earnings.

Electrical Manufacturers Get Management Award

NEW YORK, N. Y.—Certificates of management excellence for 1952 were awarded to 11 companies in the electrical manufacturing industry by the American Institute of Management. According to Jackson Martindell, president of the non-profit foundation, only 330 companies in the United States

and Canada, out of 3,000 concerns whose methods were studied, were found eligible to receive the designation.

Those recognized include: The Electric Auto-Lite Co., Toledo; Electric Storage Battery Co., Philadelphia; Elliot Co., Jeanette, Pa.; General Electric Co., and Sylvania Electric Products Inc., both of New York; McGraw Electric Co., Elgin Ill.; Scovill Mfg. Co., Waterbury, Conn.; The Sprague Electric Co., North Adams, Mass.; Square D Co., Detroit; Sunbeam Corp., Chicago; and Westinghouse Electric Co., Pittsburgh.

Newly-approved Standards Announced by ASA

NEW YORK, N.Y.—Newly approved standards concerning the electrical manufacturing industry have been announced by the American Standards Association, Inc.

The annual report, issued by Vice Admiral George F. Hussey, Jr., managing director, lists the following: methods of testing electron tubes, C60.5-1952; specifications for tinned soft or annealed copper wire for electrical purposes, C7.4-1952; specifications for soft rectangular and square bare copper wire for electrical conductors, C7.9-1952; specifications for rope-lay-stranded copper conductors having concentric-stranded members for electrical conductors, C7.13-1952; specifications for bunch-stranded copper conductors for electrical conductors, C7-14-1952; and specifications for rubber insulating tape, C59.6-1952.

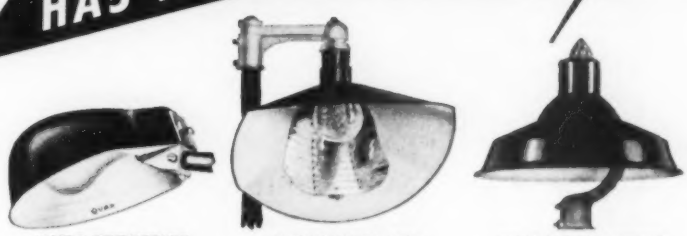
Industry Vs. Government

WASHINGTON, D. C.—A recently issued booklet published by the National Association of Electric Companies tries to explain the complex problems of the electric power industry without getting bogged down in a morass of detail. The booklet, "Turn On The Light," defines the electric power industry's basic position on the generation and distribution of power produced by the federal government.

Allied Electrical Supply Named Ampro Distributor

PITTSBURGH, PA.—Two new distributors of Ampro tape recorders have been named by William Mullen, sales director of the tape recorder division, Ampro Corp., Chicago. They

THE GREAT OUTDOORS HAS A BIG SALES ANGLE



ANGLE REFLECTORS FOR SIGNS

FLOODLIGHTS FOR AREA LIGHTING

POST TOP OR PUMP ISLAND REFLECTORS

QUAD LIGHTING

REFLECTORS

for a variety of installations

★ Here is a line of outdoor lighting reflectors that opens a wide field for profitable sales. It gives you units that meet most outdoor lighting requirements. Each unit is modern in every detail. The men who install QUAD Reflectors favor them because of ease of wiring. Contractors specify them because they find QUAD is good business.

QUAD outdoor lighting units are flexible in design, fully weatherproof, and have a porcelain finish that is permanent.

Make QUADRANGLE your headquarters for quality outdoor lighting reflectors.

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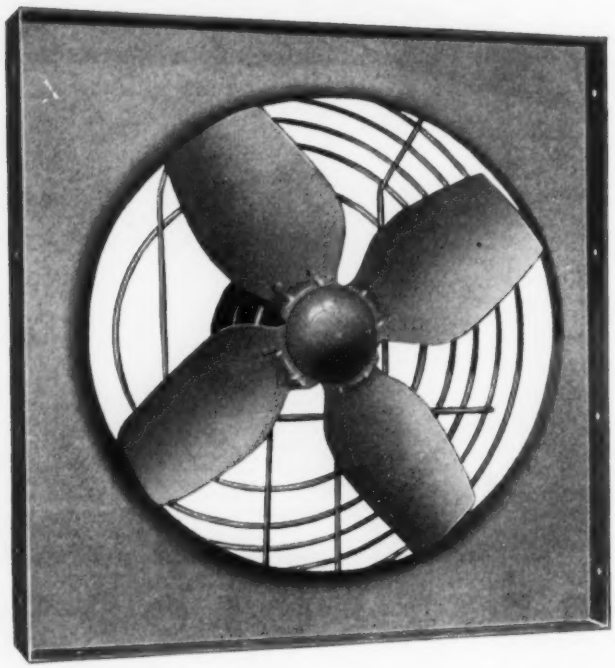
QUADRANGLE MFG. CO.

32 S. PEORIA ST. CHICAGO 7, ILL.

High Performer

on FREE AIR or PRESSURE DELIVERY



The Popular New

NV-BREEZO FAN

At last, here's an easily installed propeller fan with stable, high efficiency performance either on free air or ¼" to ½" static! The result of many years of work by "Buffalo" engineers, the NV-BREEZO has a 4-bladed wheel specially shaped for efficiency. Blades are die-formed of #16 ga. steel in the smallest sizes and #12 ga. in the largest. Other parts of the fan are correspondingly sturdy: the panels are die-stamped of heavy-gauge steel—and the motor support, of strong, welded wire, is also a motor-side guard. WRITE TODAY FOR NEW BULLETIN 3865 for the profit facts on these new, efficient fans which may be fabricated of special metals or provided with protective coatings for corrosive industrial applications. 8" to 24" sizes to handle any fume, steam or air removal problem you have.

"Buffalo" FIRST FOR FANS

BUFFALO FORGE COMPANY

214 MORTIMER ST. BUFFALO, NEW YORK

PUBLISHERS OF "FAN ENGINEERING" HANDBOOK

Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

Sales Representatives in all Principal Cities

DIAMOND JUBILEE 75 ANNIVERSARY

PANEL BREEZO FANS · BELTED VENT SETS · BELT-AIR FANS

BREEZ-AIR ATTIC FANS · "L" BREEZO FANS · "NV" BREEZO FANS

are the Allied Electric Supply Company of Pittsburgh and Othank-Davidson, Davenport, Iowa.

Allied Electric Supply will handle recorder distribution in Pittsburgh and western Pennsylvania and in neighboring areas in Ohio and West Virginia. Bernard Samuels is president of the company and Paul Cavanaugh is sales manager.

Announce Oasis Sales Contest Winners

COLUMBUS, OHIO—Winners in the 1952 sales contest for Oasis water cooler and air drier distributor salesmen have been announced by A. R. Benua, president of the Ebco Manufacturing Company.

The 25 top salesmen in the Oasis contest include: C. R. Fleming, G. E. Supply, Detroit; J. G. Brooks, G. E. Supply, Washington, D. C.; H. R. Shields, G. E. Supply, Jacksonville, Fla.; E. F. Meyer, Republic Electric Co., Davenport, Iowa; N. A. Johnson, G. E. Supply, Rockford, Ill.; M. L. Trabue, Graybar Electric Co., Columbus, Ohio; J. W. Brokaw, Superior Distributing Co., Kansas City, Mo.; H. R. Wissman, Gough Industries, Los Angeles; A. W. Pohlman, G. E. Supply, Washington, D. C.; D. D. Martin, G. E. Supply, Washington, D. C.; W. C. Wolfensperger, G. E. Supply Co., Rockford, Ill.; F. N. Wheeler, G. E. Supply Co., Jacksonville, Fla.; G. R. Copeland, G. E. Supply Co., New Orleans, La.; M. J. Falabella, G. E. Supply Co., New York City; Steve Peavy, Republic Electric Co., Davenport, Iowa; and William Kossnar, Englewood Electrical Supply Co., Chicago, Ill.

Steber Enlarges Plant

BROADVIEW, ILL.—Its second expansion program in four years has been undertaken by the Steber Manufacturing Co. According to C. L. Steber, president, the latest addition of approximately 18,000 square feet will bring the total manufacturing space to 88,000 square feet.

An Octopus In The House?

PITTSBURGH, PA.—The importance of adequate wiring in modern electrical living is enacted in a full color motion picture produced by National Electric Products Corp. The film, "Octopus In The House," stresses

A Dream
For the Home Office Expert

By Rhea Felknor

Potions I would brew arsenious
For each and every budding genius
Who's become expert on selling
While in home offices a-dwelling—
The chap who's sold not one iota,
Who writes those missives: "Up your quota..."
Oh bright young man! My wish for you
Is just a selling trip or two.

May you be sent to Joplin, Mo.,
And hear first-hand the dealers' "No!"
Or listen to your outlets battle
While shaving prices in Seattle.
In New York may you try to jog
The sales of the current "dog".
Oh Dreamer! May thou know the odium
Of closing sales while off the podium.

May you learn that sales, like sex,
Aren't entirely told in texts,
And, tho it may not sound quite reasonable,
Production curves sometimes are seasonable.
May you get the gripes that gall,
Or get backed into a wall.
And, to make it really nice,
May you follow your advice.

---

the fact that well planned wiring is necessary if full use of the latest in electrical labor saving devices is to be obtained. The 16 mm. movie runs for 28 minutes.

TV In Educational Debut

CAMDEN, N. J.—The role of television in education was demonstrated at a recent conference of Connecticut educators in Bloomfield, Conn., when engineers of the RCA Victor division, Radio Corp., of America, showed both live and filmed presentations by means of a closed-circuit telecast. Three TV cameras were used to pick up and relay proceedings to receivers placed at strategic locations in a Bloomfield school. Plans were also discussed concerning the allocating of three educational television stations in Connecticut by the FCC.

Use Of Kwhr. In Homes Up

NEW YORK, N. Y.—Use of electricity in the average American home rose 171 kilowatt hours during 1952 to reach a record of 2,175 kwhr., *Electrical World*, Mc-Graw-Hill publication reports. Electric utilities added over 1.5 million new customers in 1952 bringing the total to about 48.5 million.

First ALL-RUBBER interlocking CONNECTOR
Interchangeable with all other makes...
new safety factor
(PATENT PENDING) Heavy brass lugs on female contacts hold male blades in locked position. Eliminates usual strain on connector body and danger of chipping, breaking, wearing away.
UL
TURN TYTE

gives your production line
TRIPLE PROTECTION
against DOUBLE TROUBLE

1. **UNBREAKABLE Rubber Body** gives contacts maximum protection against impact, weight, pressure. Tested to a tensile strength of over 1200 lbs. per square inch. Will not crack, warp or deteriorate under extreme atmospheric conditions.
2. **STRAINPROOF**—A turn and it's tight . . . and the exclusive locked connection holds under the severest accidental strain or vibration.
3. **SHOCKPROOF**—All-Rubber body assures safe handling under extremes of temperature and humidity. All metal parts specially coated to resist rust and corrosion.

Underwriters' Laboratories Listed and CSA Approved

IDEAL FOR Packing Plants, Breweries, Distilleries, Bottling Works, Dairies, Metal Working Plants, Mines, Tunnels and all other industries which demand maximum safety and performance under difficult conditions.

Available in 2, 3 and 4-wire models

Ask YOUR WHOLESALER for

#2109—2 wire, 10 amp. 250 Volts
#2209—2 wire, 20 amp. 250 Volts
#3109—3 wire, 10 amp. 250 Volts
#3209—3 wire, 20 amp. 250 Volts
#2409—4 wire, 20 amp. 250 Volts

All equipped with Rodale patented cord clamps

Send for 1953 TURN-TYTE catalog

Rodale MANUFACTURING CO., INC.
DEPT. NO. 412, EMMAUS, PA.

NOW! Fill Every Screw Driver Need with ...

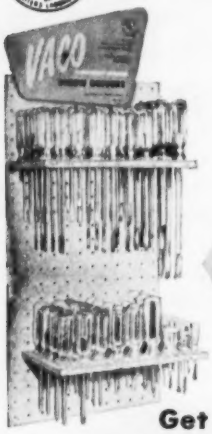
VACO

BREAK-PROOF
SHOCK-PROOF
Screw Drivers

More Sizes ... More Types ... More Kits Are Available To You ... From VACO

● No more "lost sales" when you carry Vaco ... the nationally advertised, nationally known line of quality drivers with famous Amberyl S/B (slo-burn) handle. Whatever your customer wants ... screw drivers, nut drivers ... special purpose kits ... unusual bit styles ... "reversibles" ... interchangeable blade drivers ... they're all available from this one source. And to help you get those *extra* impulse sales, Vaco offers you more counter displays, more "buy off the board" and permanent wall displays than any other manufacturer in the business! Quality? It's "tops"! Prices? In line! Margins? Your full profit every time!

UL Fire Safe Handles!

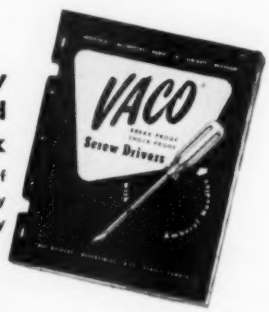


NEW, Modern, Versatile VACO VARI-BOARD

Today's outstanding screw driver merchandiser for wall or counter use. A regular "department store" for screw drivers ... every item a pre-tested fast seller! Two sizes for your convenience. Full information on request.

Get Your FREE Copy of this Handy, Illustrated Catalog and Reference Book

You can't afford to be without this veritable gold mine of information! Tells you all about bit sizes to fit every screw ... lists the various drivers by type and size. Amply illustrated in color. Order your copy, *today*.



VACO PRODUCTS CO.

317 E. Ontario St., Chicago 11, Illinois

In Canada: Vaco-Lynn Products Co., Ltd.
204 Laurier Ave., W., Montreal 8, Quebec

Delayed Fire Alarms Threat To Life, Property

NEW YORK, N. Y.—"'Pull Handle'—Nothing Happens,"* a story by Everett Martin, appeared in Pageant magazine's October 1952 issue. The hook you pull, writes Mr. Martin, in those red fire alarm boxes located in hotel corridors, in hospitals, in schools, department stores, etc., could call the fire department but chances are it doesn't. Many fire alarm boxes are just not rigged that way.

• **Not Always the Case**—The little red box inscribed, "In Case of Fire, Open Door and Pull Hook," is not always what it seems to be. Some are wired to signal an employee somewhere in the building, that fire, or suspected fire, has been detected. Some of the little red boxes ring corridor bells warning people to evacuate. A majority, says the author, serve no other purpose than to give the building management a chance to get to the scene first and then to prevent the sounding of a genuine alarm—if it is still possible.

Many alarms transmit a signal to a specific person in the building involved. It may be the assistant manager of a hotel, the chief engineer of a hospital, or the principal of a school. This person often decides whether or not the fire department should be called, by telephone or otherwise.

• **A Horrific Example**—61 of more than 1,000 guests lost their lives in the La Salle Hotel fire in Chicago. What started out as wisps of smoke in the cocktail lounge took many professional firefighters and much equipment to subdue. In all, 34 engine companies, 10 ladder trucks, 52 ambulances, two water towers, plus other pieces of apparatus were on the secene. And the dead were found all over—one male employee perished on the hotel's 22nd floor.

• **What Had Happened?**—An inquest brought to light just what had taken place. Mr. Martin's article notes that: "Reluctant hotel officials testified that hotel rules provided that a fire alarm could not go outside the building, except through an involved chain of command. Employees were not permitted to call the fire department without first reporting to their superiors, who in turn reported to the manager, the house detective, the chief electrician or the chief engineer. Only these men were authorized to notify a telephone operator, who then transmitted

a telephone alarm IF she recognized the voice of the caller as a department head."

The National Fire Protective Association reported: "The cumbersome method of dispatching a fire alarm to the fire department (the policy of this and other hotels) had disastrous effect. Whatever the exact passage of time before the alarm was given to the fire department in this instance was too long." The association continues that despite the fact that drunks or disorderly persons are apt to turn in false alarms, this should not be a deterrent to give the fire department an even break.

• **Many Other Cases** — Numerous other instances of this sort of procedure are illustrated by Mr. Martin. Fires that were reported too late, and took lives in theatres, sanitariums, hospitals. He notes that state or local laws requiring simultaneous alarms in places where large numbers gather are not on the statute books. It is not unlawful to fail to report a fire in any state!

"Pull Handle—Nothing Happens," tries to stimulate an investigation of alarm systems that would adequately protect the lives and property of many people. Fire department officials state that "the first five minutes at a fire are worth the next five hours." Fire warning systems should not be merely house alarms but they should be hooked directly into the fire department circuits.

*Copyright 1952 by Hillman Periodicals, Inc.

Gesco Names Sisco

BRIDGEPORT, CONN.—Elmer A. Sisco is manager marketing services-supplies at the Bridgeport general office. He continues being responsible for the publication of the Gesco Leader and the supervision of supply catalogs. He has been on the staff of the Bridgeport office since November 1948.

NEWS BRIEFS

United States Rubber Co., has signed a conditional purchase contract for approximately 80 acres of land in Emerson, N. J. A research center is planned that will be devoted to basic research in the fields of rubber, chemicals, synthetics, textiles and plastics.

The four year Westinghouse equity plan which encourages local banks and other lending institutions to finance

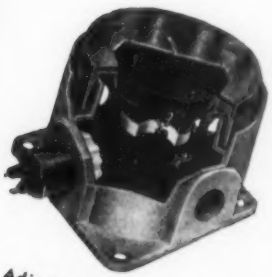
FULLMAN Latrobe
Electrical Products

Floor Boxes and Wiring Specialties

ADJUSTABLE WATERTIGHT FLOOR BOXES
•
NON-ADJUSTABLE WATERTIGHT FLOOR BOXES
•
ADJUSTABLE GANG FLOOR BOXES 1-2-3 AND 4
•
FLOOR JUNCTION BOXES

All "Latrobe" Adjustable Watertight Floor Boxes are now equipped with a positive electrical bonding wire between the exposed flush parts and the conduit system, which make them completely fire proof.

Conforms to Underwriters' Laboratories specifications and complies with the National Electrical Code.



Adjustable Watertight Floor Box
Can be had in single, two gang, three gang and four gang Floor Boxes.

Receptacle Nozzle
We can supply a type nozzle to fit any application you might desire.
Write for complete catalog and price list.

UTILITY OUTLETS
•
NOZZLES AND FLOOR BOX ACCESSORIES
•
INSULATOR SUPPORTS
•
PIPE AND CONDUIT HANGERS
•
ARMORED CABLE SUPPORTS
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CABLE CLIPS
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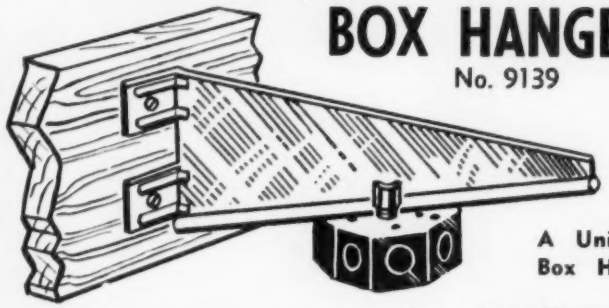
FISH WIRE

Fullman Manufacturing Co.
1209-1215 JEFFERSON STREET
LATROBE, PA.

There's An Easier Way!

Use **KEES** *adjustable* **OUTLET BOX HANGERS**

No. 9139



A Universal Box Hanger

Yes, Kees adjustable outlet box hangers are easier, and quicker, too! There's no need to notch the joist, for "offset" Kees hangers may be fastened to higher or lower side of joist. Box may be adjusted to any position from close to ten inches out from joist.

More easily installed that a bar hanger. Fastens to joist with 3 nails. Bracket is heavy pressed steel ten inches long. Three inches wide at nailing end. Rigid and amply strong. Lower edge is formed into tube on which the fixture-stud slides. Stud can be positioned exactly. Comes complete with fixture-stud and over-size notched locknut. (Outlet box not furnished). Write for complete information.

Since 1874

Can be used for mounting any type of box and fixture from any type ceiling using any wiring.

Write Dept. EWH-8 for Free Catalog

KEES

F. D. KEES MFG. CO.

BEATRICE NEBRASKA

PRECISION Air-Cooled TRANSFORMERS

"Known by the companies we keep selling!"

PARTIAL LIST OF RECENT INSTALLATIONS

- Rapid City Air Force Base, Rapid City, South Dakota
- Atomic Energy Plant, Paducah, Ky.
- The Atomic Energy Commission, Wilson Dam, Ala.
- Water Filtration Plant, Nashville, Tenn.
- Whirlpool Corp., Aircraft Div., La Porte, Indiana
- Vet. Administration Hospital, Wilkes Barre, Pa.
- The Radford Arsenal Project, Radford, Va.
- Atomic Energy Com. Proj., Vernal, Ohio
- Main Public Library, Indianapolis, Indiana
- Mathieson Chemical Corp., McIntosh, Ala.
- McCarthy Steel Corp., Chicago, Illinois
- The New Crosley Plant, Richmond, Indiana
- The Stanoard Coil Co., Melrose Park, Illinois
- American Shipbuilders Co., Chicago, Illinois
- Consumer Power Co., Saginaw, Michigan
- Carbide & Carbon Chemical Co., Blair, Tenn.
- Delta Tank Co., Baton Rouge, La.
- Kaiser Engineering Co., Meade, Washington
- Allison Engineering Co., Indianapolis, Indiana

IMMEDIATE DELIVERY on most sizes of Single & 3-Phase **AIR-COOLED TRANSFORMERS**

¼ to 300 KVA..... All voltages

Built to latest N.E.M.A. standards—Class "B" insulation—guaranteed to give long, trouble-free service. CALL, WIRE OR WRITE FOR CATALOGS, PRICE LISTS, OR TO ORDER.

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PRECISION TRANSFORMER CORP.

660 W. Grand Avenue • Chicago 10, Ill. • SEeley 8-2740

SEE US AT THE N.E.D.A. CONVENTION—PALMER HOUSE

substantial dealer purchases of appliances, radios and television sets has been broadened. The new plan is designed to protect the lender from possible loss and gives him further encouragement to offer Westinghouse dealers sound financing.

Annual sales of single room air conditioners will be close to 2,000,000 units—in 1957—with the million mark being passed in 1955. This is the forecast of Herbert L. Laube, president of Remington Corp., Auburn, N. Y.

In its newly declared war against trans-shipping of television receivers, Admiral Corp. has started to affix permanent type serial numbers to all TV receivers. These numbers appear on small metal plates riveted to the set.

Sales of General Electric radio and television receivers in 1953 are expected to increase 35 per cent over those of last year. Year-end inventory showed G. E. distributors with less than two weeks' supply of TV sets and about one week's supply of radios in their werehouses.

The Buffalo plant of the Westinghouse Electric Corp., recently turned out its one-millionth electric motor. The total rating of the million motors produced by the Buffalo plant is 10, 009, 292 horsepower—more than twice as much as Niagara Falls' greatest effort.

PEOPLE IN THE NEWS

Charles Sullivan has been named sales manager of the major appliance division of Interstate Electric Co., New Orleans. He succeeds **James Frank, Jr.**

Max McGraw, president of the McGraw Electric Co., Chicago and **W. D. Kyle, Jr.**, of Milwaukee, president of the Line Material Co., recently inspected the Line's new warehouse in Dallas, Tex.

John Blake has been made manager of state and municipal sales and **E. T. Corbus** has been named manager of electrical utilities sales for the United States Rubber Co. Both are

located at the company's headquarters at 1230 Avenue of the Americas, New York 20, N. Y. **J. W. Loveland,** located at the New York branch at 191 Hudson St., is now eastern division sales manager, succeeding Mr. Corbus. **C. R. Pickens** will be the southeastern division sales manager, located at Atlanta and **H. J. Cluver** will be the middle Atlantic division sales manager, with headquarters at Philadelphia.

Hilliard S. Graham is northwestern sales manager for Albert E. Sloan, Inc., Chicago. He was for six years promotion manager of the Hyland Electrical Supply Co., Chicago.

Robert K. Innes is sales manager of the New England division of Thermador Electrical Manufacturing Co., Los Angeles. Division headquarters have been established at 10 Commerce Court, Newark, N. J.

O. W. Klingsick has been appointed executive vice president of Day-Brite Lighting, Inc., St. Louis. **James F. Whitehead, Jr.,** is vice president in charge of sales. **O. C. Klingsick** is vice president in charge of operations and **William S. Coffing** is vice president-controller.

Edward C. Muller has been appointed to the New York sales staff of Pittsburgh Reflector Co. He will handle fluorescent and incandescent lighting equipment sales and engineering. Mr. Muller was a sales representative for the General Electric Supply Co. His headquarters are at 1775 Broadway, New York City.

Edward V. Sullivan has been promoted to sales manager of The Lau Blower Company's fan division. **Thomas H. Martin** was named manager of advertising and sales promotion, the post formerly held by Mr. Sullivan.

Herbert E. Delp is manager of the Capehart-Farnsworth Corp.'s new Kansas City television and radio sales region.

Hardy B. Payor, formerly a vice president of Landers, Frary & Clark, has been appointed director of mar-

NEW

TWIN CONTACT MECHANISM NOW ON Trine PUSH BUTTONS

TRINE answers the demand for POSITIVE electric contacts in push buttons.

All TRINE Push Buttons having unit "snap-in" backs are now equipped with NEW, exclusively TRINE, copper alloy, self wiping twin contacts. Contacts touch at two points insuring positive, trouble free performance.

And . . . AT NO EXTRA CHARGE!

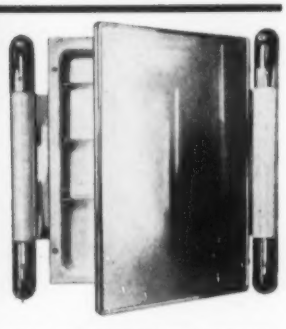
Write for catalog sheets

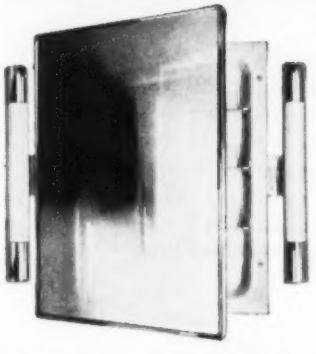
WORLD'S LEADING MAKER OF ELECTRIC PUSH BUTTONS

KEIL QUALITY FAMOUS SINCE 1876

KEIL Trine MANUFACTURING CORP. NEW YORK 61, N. Y.

CABINETS THAT REFLECT GREATER PROFITS FOR YOU





★ SEAMLESS ONE PIECE DRAWN BODIES
★ RUST INHIBITED—LONG LIFE ENAMEL
★ FLUORESCENT OR INCANDESCENT LIGHTED
★ TOOTH BRUSH HOLDER
★ ADJUSTABLE BULB EDGE GLASS
★ ARCHED TOP GLASS OR STAINLESS STEEL FRAMED
★ UNION MADE—UNION WIRED
★ UNDERWRITERS' LABORATORIES APPROVED—UL
★ GUARANTEED FOR LONG LIFE

Many other exclusive features — A leader in field — immediate deliveries

Send for full information on this fast selling profitable Great Northern line.

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Fluorescent Fixture Manufacturers

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demand the best . . .
insist on . . . MERIT
WALL PLATES
FIT ALL STANDARD WIRING DEVICES
ACCEPTED AND APPROVED DESIGN BROWN and IVORY
ALL STYLES—1 to 4 GANG
The Merit line offers the wholesaler a dependable wall plate source for prompt service, top quality, and excellent returns. Merit is a good fast selling line — embracing the most popular demand standard types. Simplify your inventory problems by standardizing on America's top wall plate line — MERIT.
and now . . .
WALL KLEEN
SWITCH PLATE SHIELDS
1 and 2 GANG STYLE
CLEAR AND IVORY
PROMPT DELIVERY
Send for Catalogue and Prices Today
SOLD ONLY THROUGH WHOLESALE DISTRIBUTORS
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Your customers want the best there is—from a simple push button to a complex signal system. For more than 77 years Faraday has supplied home and industry with the finest electrical equipment. Consult your electrical wholesaler for details on the complete Faraday line.
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CONSOLIDATED BY:
SPERTI FARADAY INC. ADRIAN, MICH.
BELLS · BUZZERS · HORNS · CHIMES · VISUAL AND AUDIBLE PAGING DEVICES AND SYSTEMS

keting for the newly formed Calcinator Corp., Bay City, Mich. **George Kennedy,** recently associated with the Consumers Power Co., of Michigan, has been appointed assistant to **Willard M. Milbourne,** sales manager.

John E. Bogan is sales manager of the electrical appliance division, Nesco., Inc., Milwaukee, Wis.

Ed Weathers has been named Chicago district manager of General Electric's major appliance division, which includes northern Illinois, northern Indiana and Wisconsin.

John B. Muller is eastern regional sales manager of lighting products for the lighting division of Sylvania Electric Products Inc. **Frederick W. Fulle** succeeds him as sales manager of the New York City district. **Charles I. Brady, Jr.,** is sales manager of the fluorescent fixture department with headquarters in Wheeling, W. Va.

Joseph Schlig, formerly manager of advertising and sales promotion for the Westinghouse Electronic tube division, has been appointed assistant to **Harold G. Cheney,** division sales manager.

John A. Hurley was elected a vice president of Whirlpool Corp., by the board of directors at their regular February meeting.

Donald W. Tait is manager of sales promotion, equipment sales division, Raytheon Mfg. Co., Waltham, Mass.

Charles H. Smith is sales training director for the Norge division, Borg-Warner Corp.

Dawson J. Burns has been elected president of the Wheeler Insulated Wire Co., Inc., Waterbury, Conn. **George B. Horn** is vice president and general manager of the company.

Alexander B. Freeman has been appointed vice president of The American Brass Co., American Metal Hose Branch.

Kent P. Stiner, chief of the Electrical Bureau of the City of Detroit

JOSEPH H. WARD is president and director of Noma Lites, Inc. He had been executive vice president and director of Noma Electric Corp. Louis Szel is a director of Noma Lites and is also president of the Canadian subsidiary. Mr. Szel has resigned as a director of Noma Electric Corp.

during the past two years, has resigned to join BullDog Electric Products Co., Detroit, as product engineering coordinator.

Thomas G. Judd has been named director of advertising and merchandising for the Bonney Forge & Tool Works, Allentown, Pa.

Edward A. Malling is the manager of marketing for the components department of the General Electric Company in Syracuse, N. Y. He has been with the company since 1935 and has held various assignments in Cleveland, Bridgeport and Syracuse.

Joe Crabtree is manager in the industrial accounts records department of Remington Rand, Inc. **Curtis B. Shugart** has been named assistant in the visible records department and **Harold S. Scarth** has been appointed to the staff of the industrial accounts records department.

Monte Cohen has been elected President of General Instrument Corp., manufacturers of radio, television and electronic components.

B. H. "Buck" Melton has been appointed electric range and water heater sales manager of the Norge division of the Borg-Warner Corp.

Morris J. Stone has been named Kansas City, Kan., district manager for Landers, Frary & Clark's home cleaning equipment division. **R. M. Amelotte** of Marlboro, Mass., re-

Rab says... "INSTALL IT and FORGET IT!"

NEW!

NEW!

TROUBLE-FREE
MAINTENANCE-FREE
HI-INTENSITY
VAPORPROOF LIGHT!
WITHOUT REFLECTORS

Adjustable RAB VR300F

Exclusive RAB VR300X ONLY $13.00 EACH, LIST

Feature Rab Floodlights for the biggest lighting sales-features in the field . . . with profits to match!

CHECK THESE EXCLUSIVE RAB FEATURES:

• Heat-resisting, screw type, vaporproof front lenses • perfectly adaptable to any conduit system • junction box may be hung pendant or ceiling-mounted on X-type fitting • plugs are provided for the unused ½" IPS threaded opening • take PAR 38 or R40 Flood Lamps • needs no porcelain enameled reflectors—no maintenance

Rab

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be modern | go ILSCO

• 80-page manual yours for the asking

ILSCO COPPER TUBE AND PRODUCTS, Inc.
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JACKSON REFLECTORS

Solve Lighting Problems for Industrial Plants

You have the solution to every industrial lighting problem with the JACKSON line of Industrial Reflectors. Quality and Prompt Service make every installation pay . . . a reliable and profitable line for the Wholesaler!

Manufacturers of
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Sold only thru Distributors

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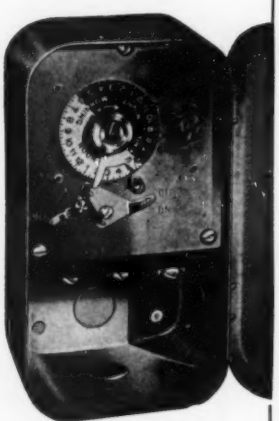
JACKSON ELECTRICAL COMPANY
900-910 W. VAN BUREN STREET CHICAGO 7, ILLINOIS

NEW LOW-COST TIME SWITCH With Higher-Priced Features

RELIANCE MODEL "400"

Reliance engineering has designed a time switch, with all the dependability and convenience of automatic circuit control, at low cost. The new Reliance Model "400" has the features and quality of many higher-priced switches.



Type 401 S.P.S.T.
20 Amps.—125 Volts

Check These Features:

- Precision gear train
- Standard, heavy-duty motor
- Motor gears oil-sealed for lifetime lubrication
- Pit resistant silver-to-silver contacts
- One-piece deep-drawn steel case

RELIANCE TIME SWITCHES

Send for FREE catalog.

RELIANCE AUTOMATIC LIGHTING COMPANY
1911 Mead St., Racine, Wis.

places **Robert Strom** as assistant district manager in the New England area. Mr. Strom was recently appointed district manager in the southeast. **James O'Kane, Jr.**, of Chicago, formerly employed by Commonwealth Edison Co., has been appointed a sales representative in Chicago.

R. W. Minett, Jr., is sales promotion and advertising manager of Moe Light, Inc., Fort Atkinson, Wis. He has been associated for the past six years with the Moe Brothers Northern Co., Appleton, Wisconsin electrical distributor.

C. J. Molthop, prominent retailer of Haddonfield, N. J., has been named to the new post of manager of new market development of the receiver division, Allen B. Du Mont Laboratories, Inc.

Elmer H. Ruesch directs overall functions and policy in Hotpoint's field product service activities for electric kitchen and laundry appliances.

Henry G. Mohring, formerly treasurer of the American Electrical Heater Co., Detroit, is now vice president in charge of sales. **Samuel E. Scott,** formerly comptroller, has been named treasurer.

William C. Ridge is works manager in charge of the manufacturing operation of the Trenton and Roebling, New Jersey plants of the John A. Roebling's Sons Corp. He succeeds **J. D. Thompson** who has resigned.

Fred S. Tuerk, sales manager of Hamilton Beach Co., division of the Scovill Manufacturing Co., for the past 23 years, retired February 1st. He is succeeded by **Ralph Zenner** who has been with the company for 25 years, the last six as assistant to Mr. Tuerk.

Arthur J. Spiringer has been appointed surface raceway specialist, mideastern region, for National Electric Products Corp. His territory includes Michigan, Ohio and West Virginia.

Paul Dye is the new general sales manager of Admiral Corp. Dye, who was manager of distribution, joined

A. D. PLUSKY has been appointed a vice president of the Keps Electric Co., Pittsburgh. He is in charge of all electrical apparatus, lighting fixtures and lamps. Mr. Plusky, with the company since 1929, was formerly treasurer and continues in that capacity.

the company in 1946 as midwest regional manager. Prior to 1946 he spent 16 years as general sales manager and treasurer of the Taylor Electric Co., Milwaukee.

William J. Bergen is manager of merchandise sales for the Clark Controller Co., Cleveland. In August 1952 he became assistant manager of merchandise sales. Mr. Bergen succeeds **Laurence H. McClure** who has retired.

Robert C. Harper is sales manager of Sylvania's Los Angeles district and **William L. Friend** has assumed the managership of the San Francisco office.

J. L. Snyder and **Leo P. Bangert** have been appointed appliance specialties factory representatives for Westinghouse Electric appliance division. **William M. Fink** was named major appliance factory representative.

Henry A. Crossland will be responsible for the sale of military and government equipment manufactured by General Electric's receiver department, Syracuse, N. Y.

F. Leo Granger has been appointed distributor manager of Stromberg-Carlson Company's radio-television division. The post was formerly held by **T. R. Mathews** who resigned.

J. C. Frantz has been named to the newly-created post of manager of

You'll Make More Repeat Sales Easier

WITH THE **KNOPP**

Voltage Testers

Have 5 Safety Features . . . Many Uses

You'll make more sales, your buyers are happier — when you sell the pace-setting Knopp Voltage Tester. Your customers say "Goodbye to risky, time-wasting fuss in testing" because of the 5 main safety features: (1) original Prod-mounting Socket in housing making this tester easier, faster, and safer to use, and ending time-wasting "three-handed" testing; (2) protection through Dual indication of voltage by solenoid and neon lamp working independently; (3) positive scale readings; (4) signal by hum and vibration; and (5) thorough insulation throughout, even to the sharp point of each prod.

Well-built and shock-proof in a LAMINATED Bakelite housing, the Knopp Voltage Tester tells immediately and simply if circuit is open or closed; magnitude of voltage between 110 and 600; a-c or d-c, pure or rectified; 25 or 60 cycles — for testing old and new circuits, fuses, locating grounds, etc.

Some of the nation's largest utilities, after testing all brands, use Knopp Voltage Testers by the hundreds.

So sell the widely-used, reliable Knopp Voltage Tester with the original, time-proved Prod-Mount, and other safety features. Write for illustrated, free, new, descriptive Bulletin No. 425, prices and discounts.

GOOD SELLER!
The Knopp Phase Sequence Indicator
60 v. to 600 v.; 25 to 60 cycles;
Rotating indicator shows sequence A-B-C or C-B-A. Lightweight. Compact. Big time saver.

ELECTRICAL FACILITIES INC.
4283 Holden St., Oakland 8, California

At last you can get a Fixture Hanger that turns to any angle after being screwed to an outlet box. Although base and receptacle remain stationary, hanger arms may be turned to align with any preconceived lighting plan. Exclusive Friction Ring firmly holds fixture in selected position. Hanger screws on to 3¼" or 4" outlet boxes, no other fastening necessary. Furnished complete with receptacle, two 5' chains, hooks and cord clips. Also available with bushed hole only, or with 3 wire solid ground receptacle. All Friction-Set Hangers are approved by the Underwriters' Laboratories.
K100 shown above, List Price $1.18 • ***Write for Bulletins K25, K26 and K27***

SIMPLET ELECTRIC COMPANY
3600 West Potomac Avenue, Chicago 51, Illinois
11 Park Place, New York 7, New York

SOLVES ALL YOUR
PORCELAIN INSULATOR
problems for
QUALITY-PRICE-SERVICE

- HOUSE BRACKETS
- SERVICE INSULATORS
- SECONDARY RACKS
- JOHNNY BALL INSULATORS
- STANDARD KNOBS
- TUBES AND CLEATS

Write for complete ceramic catalog and distributor sheet today.

See CLYDE W. LINT CO. at . . .
PROGRESS IN ELECTRICAL EQUIPMENT
St. Louis, Mo., April 21-23, Booth #17
INDUSTRIAL TRADE SHOW
Kansas City, Mo., April 28-30 Booth 30
SECOND ELECTRICAL INDUSTRY SHOW
Chicago, Ill., May 11-14, Booth #108-109
ELECTRICAL MFR'S REPRESENTATIVES ASS'N OF MICHIGAN
Detroit, Michigan, May 19-22, Booth #62
N. A. E. D. CONVENTION
Chicago, Ill., May 24-29, Booth #143

When here make it a point to visit our New Modern Plant and *fully* stocked warehouse.

The Jiffy Line
SAVES TIME--TROUBLE AND MONEY
Established 1915
Clyde W. Lint
2323 W. 18TH STREET • CHICAGO 8, ILL.

builder sales, Apex Electrical Mfg. Co., Cleveland, Ohio. **H. G. McDavitt, Jr.**, is advertising and sales promotion manager.

John R. Brooks, Jr., is west central district manager for the Bendix television and broadcast receiver division. His headquarters will be in Kansas City, Kan.

John G. Weaver is manager of advertising and sales promotion for television and radio of the Crosley division of Avco Manufacturing Corporation.

Carl B. Connell has been appointed manager of the Louisville branch of the Westinghouse Electric Corporation's lamp division.

MANUFACTURERS APPOINT SALES REPRESENTATIVES

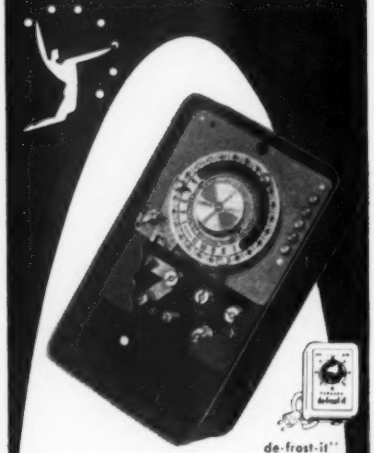
Royal Electric Co., Inc., Pawtucket, R.I., has appointed the Medill Sales Co., Denver, as representatives for the mountain states territory. The Medill agency will handle all of the Royal lines. Their headquarters are located at 802 Twelfth St., Denver.

The S & M Lamp Co., Los Angeles, announces the appointment of two new Flood-lite division representatives. C. C. (Kip) Myrick represents the company in Tennessee, Alabama, Georgia and South Carolina. His headquarters are in Atlanta, Ga. Curt H. Conrad covers Missouri, Kansas, Nebraska and Iowa. His office is in Kansas City, Mo.

Universal Manufacturing Corp., Paterson, N. J., announces the following appointments to handle the complete line of Universal dry-type transformers: S. H. Colman Co., Newark, N. J.; Pyramid Sales, Philadelphia, Pa.; A. Ehler & Co., Cincinnati, Ohio; L. DeWald, Syracuse, N. Y.; Lutsy Thomas, Pittsburgh, Pa.; and Sid Traubitz, Long Island, N. Y.

Pittsburgh Reflector Co., announces the following as representatives for its line of fluorescent and incandescent lighting equipment: A. E. Grawemeyer, 3827 Chickadee Ave., Memphis, Tenn., in Arkansas, eastern Ten-

Sell PARAGON



. . for accurate, dependable time switches

Insure consistent, reliable performance by recommending Paragon 300 Series time switches (shown above). They provide *proved* performance for controlling signs, commercial lights, stokers, burners, valves, motors or other equipment. As either original equipment or replacements, they guarantee long trouble-free service with minimum adjustment. No wonder more and more contractors and wholesalers say "install a Paragon and you can forget it."

700 Series seven day calendar dial Time Switches — provide individual program settings for each day in week. Designed for automatic control of heating, ventilating and air conditioning systems.

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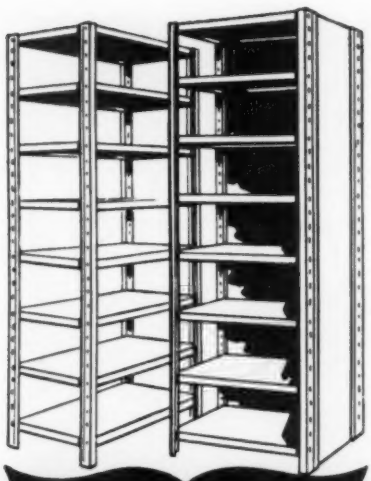
PARAGON ELECTRIC COMPANY
TWO RIVERS, WISCONSIN
World's largest exclusive manufacturer of time controls

nessee and northern Mississippi; La Salle-Greenleaf Co., 8905 Lake Ave., Cleveland, Ohio, in Cleveland and the surrounding area; and Bennett H. Williams, 815 Fourth St., Huntington, W. Va., in center and southern West Virginia, eastern Kentucky and southern Ohio.

Trade-Wind Motorfans, Inc., Los Angeles, Calif., has appointed R. C. Starke Co., of Denver, as representatives in Colorado and Utah for the line of evaporative coolers.

Arro Expansion Bolt Co., Marion, Ohio, has appointed Bullard & Tweedy as manufacturer's representatives for the Boston trade area. Bullard & Tweedy's offices are at 89 Pond Ave., Brookline, Mass.

Aldane Industries, Woodside, L. I., N. Y., through their national sales representatives Bittan-Shafer Sales Co., 120 Liberty St., New York 6, N. Y., has announced the appointment of the following representatives for the Aldane short-o-matic circuit breaker: J. W. Lehner Co., 367 Brynhild Rd., Columbus 2, Ohio for Kentucky, Ohio, western Pennsylvania and West Virginia; Henry W. Burwell Co., Inc., 1133 Ponce de Leon Ave., Atlanta 6, Ga., for North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Tennessee; Jack Jacobs, 1800 E. 12th St., Brooklyn, N. Y., for eastern Pennsylvania, southern New Jersey, Maryland, Delaware and Washington, D. C.; Dick Hyde Co., 3250 S. Dexter St., Denver 20, Colo., for Montana; eastern Idaho, Wyoming, western Nebraska, Utah, Colorado, Arizona and New Mexico; Edwin F. Liddle, 18925 Grand River Ave., Detroit 23, Mich., the state of Michigan.



IMMEDIATE DELIVERY

Equipto
Iron-Grip Steel Shelving

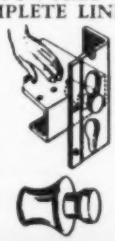
Exclusive stud eliminates nuts, bolts, or tools . . . speeds shelf assembly

- Each shelving unit is complete in itself . . . fits with all other units.
- New units may be added later . . . rearrangements made anytime.
- All shelves are instantly adjustable with studs on 1½" centers. There are no nuts, no bolts, no ungainly clips.
- Unlimited arrangement of units, shelves, and dividers, custom tailor these Equipto stock units to your exact storage needs.
- Units are available in all sizes, either open or closed, with or without dividers, bin fronts, and drawers.

WRITE TODAY FOR FREE CATALOG OF COMPLETE LINE

Iron-Grip feature

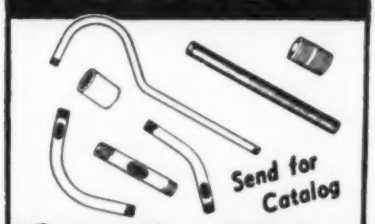
A slope in the keyhole joins with the taper on the stud to form the tightest and strongest of grips. An exclusive EQUIPTO design.



Equipto sells only through you, the wholesaler . . . never direct.

Equipto
Division of Aurora Equipment Co.
695 Prairie Avenue, Aurora, Illinois
Manufacturers of
steel shelving . . . parts bins . . . drawer units

CONDUIT



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BRIGHTEST VALUES in display lighting!

GoldE

Long life, sturdy construction, engineering brilliance—all combined in **GoldE** Spotlights of the most modern design.

GoldE features for more lighting value: Brilliant, ring-free light—instant beam control, flood to spot in a moment—positive lock-tilt—heavy, non-tip base—non-tarnishing reflector—chrome heat guard—4½" Pyrex-Type Fresnel lens—extra length asbestos cord.

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BANTAM
SUPER SPOT
Price (less lamp)
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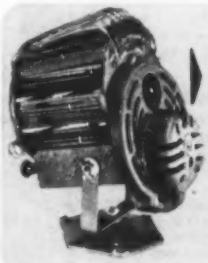

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Six beautiful flowing colors for attractive display. Dependable, long-life motor. Compact. Just plug in—like an electric clock.
Price (less lamp)
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Spotlight accessories include: Pipe clamps, ceiling hanging brackets, color wheels, diffusers, barn doors—make GoldE Super Spots world's most flexible lighting.
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for "PUBLIC USE" APPLIANCES

A BIG MARKET for YOU!

Here's a dependable, always-on-the-job collector for public use of washing machines, radios and TV, typewriters, sun lamps in gyms, tennis court lights, tourist camp lights and similar installations . . . it collects the coin, makes the electrical circuit, and breaks it at the end of the pre-set time period.

Mark-Time Coin Meters are slotted for dimes and quarters — either may be deposited without the other. Standard timing is 20 minutes for 10 cents, 1 hour for 25 cents; other timings ranging from seconds to hours available in 1 to 3 ratio.

Head assembly and timing mechanism only are available for special applications.

ELECTRICAL DATA

UL approved.

3400 series—standard unit—AC only 20 amperes, 125 volts; 10 amperes, 250 volts.

3200 series—special unit — AC-DC — 10 amperes, 110 volts; 5 amperes, 220 volts.

For drier use on 220 volt AC circuit, relay may be connected to Coin Meter. Wiring diagram on request.

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Write today for catalog sheet and full information.

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OBITUARIES

Leland L. Estes

Leland L. Estes, regional sales manager for Landers, Frary & Clark in the southeastern area, died suddenly at his home in Danville, Va., on Friday March 6th.

Mr. Estes had been connected with the company in a sales capacity for 29 years. He is survived by his wife and a son.

John W. Helm

John W. Helm, president of the Sterling Electric Company, Minneapolis distributors, died on February 21st. He was 83 years of age.

Mr. Helm spent most of his adult life in the electrical business watching and helping it grow from a very small industry to its present size. Those who have worked with Mr. Helm will miss his knowledge and the careful guidance he has given over the many years.

Nathan Newman

Nathan Newman, president and founder of the West Philadelphia Electrical Supply Company, died on March 18th. He was 68 years of age and had been active in the electrical business in Philadelphia for 39 years.

Mr. Newman is survived by his widow Tillie, a daughter Mrs. Beatrice Rosenfeld and two sons, Sol and Harold.

ASSOCIATION NEWS

CAMDEN, N. J.—The advantages of a new electrical licensing bill were explained by Joseph Quinn, managing director of New Jersey Chapter, National Contractors Association, at a recent meeting of the Electrical League of South Jersey. The bill is to be introduced to the New Jersey State Legislature in the near future.

CHICAGO—A special membership meeting for the supply-construction-apparatus group of the Electric Association is being planned and will be held during the time the Chicago Electrical Industry Show is underway, May 11 through 14. Panel discussions will be concerned with such questions as —Is the Electric Association any good? What are they doing? What happens

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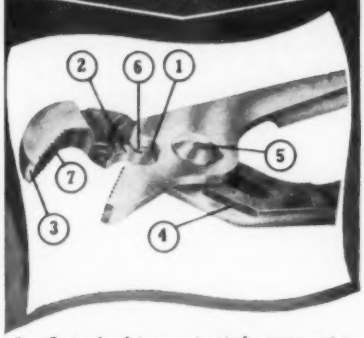
PLIER



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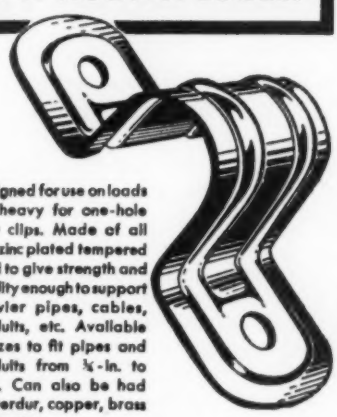
MINERALLAC 2-HOLE
PIPE STRAPS
For Heavier Loads!



Designed for use on loads too heavy for one-hole Jiffy clips. Made of all new zinc plated tempered steel to give strength and rigidity enough to support heavier pipes, cables, conduits, etc. Available in sizes to fit pipes and conduits from ¼-in. to 1-in. Can also be had in Everdur, copper, brass or aluminum.

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MINERALLAC

to my money? Why should I belong? Just what does the Electric Association do for me? Questions of this type were asked at the appliance-radio-television group discussion held at the Furniture Mart on March 25.

DALLAS—Mr. Z. W. Pique of the Westinghouse Electric Supply Company arranged the March 23rd program of the Dallas Electric Club. The speaker was Matty Bell, athletic director of Southern Methodist University, who presented the new SMU head coach, Chalmer "Woody" Woodward.

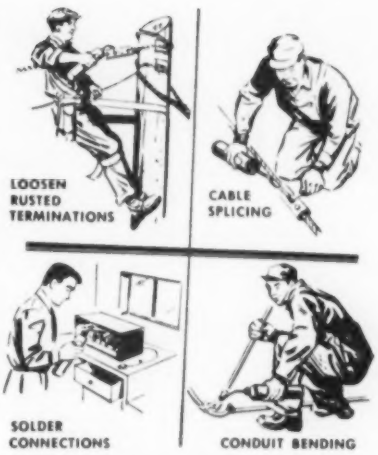
KANSAS CITY, MO.—Kenneth G. Gillespie was elected president of the Electric Association of Kansas City following the resignation of C. P. Haas. Mr. Gillespie, vice president and general manager of the Jenkins Music Co., has been active in the association since 1929 and is a past member of the board of governors of the National Association of Electrical Distributors. At present he is serving on the National Radio, Television and Household Appliance Wholesale Advisory Committee to the N.P.A. in Washington.

Mr. Haas, a member of the sales staff of the General Electric Co., was transferred to Omaha to head the lamp division operations in that area.

MINNEAPOLIS, MINN.—The 16th Annual Electrical Industry Convention was held at the Hotel Nicolett, March 8-11. Wholesaler registrations at the convention numbered 128. Among the speakers were: Arthur W. Hooper, editor of ELECTRICAL WHOLESALING; Frank Innes, associate editor of *Electrical World;* William T. Stuart, editor of *Electrical Construction and Maintenance;* and Laurence Wray, editor of *Electrical Merchandising.*

PITTSBURGH—The Electric League of Western Pennsylvania presented Mr. G. A. Lamb as speaker at the March luncheon meeting. Mr. Lamb, manager, business surveys, Pittsburgh Consolidation Coal Co., was assistant director of the U. S. Bureau of Mines during World War II.

In his talk he reviewed the developments that have taken place in power consumption. Mr. Lamb spoke of how the electric industry in the future will have to assume a greater part in energy sales because many services, now supplied by other fuels, will have to be taken over by electricity.



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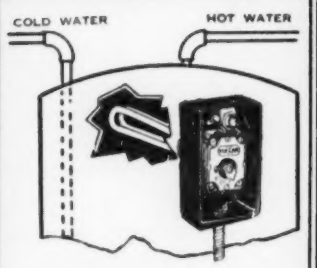

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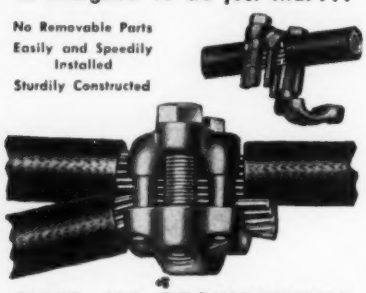

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MORE FACTS ON PRODUCTS

Portable Power Saw—A 24-page manual on cutting applications with a portable power saw lists 30 different materials and the most effective method of cutting them. Information includes proper blade selection, proper cutting technique plus hints and suggestions. Copies are available from SKIL Corp., 5033 Elston Ave., Chicago 30, Ill.

Vacuum Cleaner—A small suction disc holds the cleaner to the carrier until suction is released. It features four soft rubber casters mounted on cadmium plated steel caster brackets. Landers, Frary & Clark, New Britain, Conn.

TV Cabinet Design—Purse-size, consumer booklet on TV cabinet design covers four categories: traditional; contemporary; modern; and mixed. It contains information on determining the quality of a cabinet's construction. The booklet is published by receiver division, Allen B. Du Mont Laboratories, Inc., and will be distributed through authorized Du Mont Teleset dealers.

Flashlight Bulbs — New flashlight bulbs throw either a flood or spot light. The bulbs contain two filaments, each of which may be turned on independently. General Electric Co., Nela Park, Cleveland 12, Ohio.

Transformers—Information including catalog numbers, ratings and prices on dry type transformers is contained in a four-page bulletin published by the Universal Mfg. Corp., 25 E. 6th St., Paterson, N. J.

Air Sander—Reciprocating air-powered sander weighs four pounds. Fast cutting, 4,500 strokes per minute operation on air pressure of 50 to 60 lbs. Off center pad position permits sanding in grooves. Detroit Surfacing Machine Co., 1333 E. Eight Mile Rd., Detroit 20, Mich.

Fuses—A new catalog makes use of numerous illustrations in covering renewable time-delay fuses, one-time fuses, plug fuses, fuse holders and

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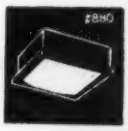

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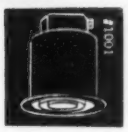

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copper link fuses. A technical data section covers such subjects as how a fuse operates, maintenance hints, excerpts from the 1951 National Electrical Code pertaining to fuses and dimensions of fuses and fuse holders. The catalog is available from General Electric Co., Bridgeport 2, Conn.

Dehumidifier — A humidity-dial indicates when the electric dehumidifier should go into action. It registers the relative humidity in a room. The dial is designed to save electricity as it indicates when unit should be turned off. Mitchell Mfg. Co., Chicago, Ill.

Projection Lamps—Newly perfected motion picture projection lamps are for 8 and 16 mm. moviemakers. They are now available in 500 and 750 watt sizes. A smaller, more compact filament is designed to put more light on the screen. Westinghouse Electric Co., Bloomfield, N.J.

Heating Sets—"How To Get Lazy Plants Out of Bed," is the title of a leaflet which contains full information on heating sets for use in hotbeds, cold frames and greenhouse benches. Size and types of heating cable sets and thermostatic controls is given. The folder may be obtained without charge from General Electric Co., Bridgeport 2, Conn.

Electrical Equipment — Complete listings of safety switches, circuit breakers, service entrance equipment (both fusible and circuit breaker type), motor controls and panelboards are contained in a new industrial catalog. Engineered type products are also described. Technical and detailed information on the engineered products is offered through a page of self-addressed post cards. The catalog is

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Would you like to round out training in Lighting Engineering under one of the foremost engineers in the field?

The Chief Application Engineer of the Miller Company, Mr. G. W. Beals, has a position open as his assistant. The Miller Company being the oldest and one of the largest manufacturers in the lighting industry can offer a very bright future to the man qualifying.

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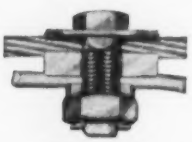

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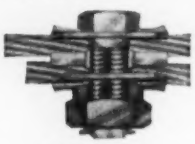
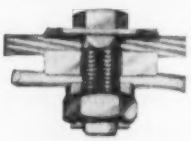
A Universal Connector, made of Silicon Bronze, heavily plated. For Aluminum to Copper, Aluminum to Aluminum, Steel to Copper etc.



AA-A TYPE

Made of high-strength Aluminum alloys. For Aluminum to Aluminum.



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Made of high-strength Aluminum alloys, with copper pressure bar. For Aluminum to Copper.

WRITE FOR BULLETIN NO. 22

H.B. Sherman MANUFACTURING CO

BATTLE CREEK, MICH.

ELECTRICAL FITTINGS FOR WIRE and CABLE

published by G.E.'s Trumbull Electric department.

Decorative Home Lighting—Bathroom, kitchen, specialty, outdoor, etc., lighting fixtures are illustrated and described in a 32-page color catalog. Replacement glassware and sales help information is given. The catalog can be obtained from Glatthar Lighting Co., 949 E. 72nd St., Cleveland 3, Ohio.

Headlamp—Sealed-beam headlamp is for use on automobiles with 12 volt electrical systems. The new lamp was developed because several 1953 passenger cars are being equipped with 12-16 volt systems, rather than with the conventional 6-8 volt types. General Electric Co., Nela Park, Cleveland 12, Ohio.

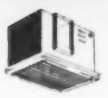
Reel—Static discharge reel has an external adjustable lock which permits increasing or decreasing the tension of the wind-up spring. The reel is grounded through four electrical paths. Ericson Mfg. Co., 5209 Euclid Ave., Cleveland 3, Ohio.

Motor Controls—Standard motor control apparatus, starters and accessories are described and their applications listed in a 28-page bulletin issued by the Allen-Bradley Co., Milwaukee, Wis.

Incandescent Lighting—Included in a new, enlarged catalog are 47 new products concerning commercial incandescent lighting. The 60 page catalog may be had on request from The Art Metal Co., Cleveland 3, Ohio.

Single Arm Support—Catalog material on a single arm support for carrying outlet boxes and conduits above hung ceilings is now being distributed. The manufacturer states that they are

TRADE-WIND CLIPPER VENTILATORS



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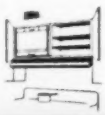
Cabinet model — ventilates both top-of-stove and ceiling



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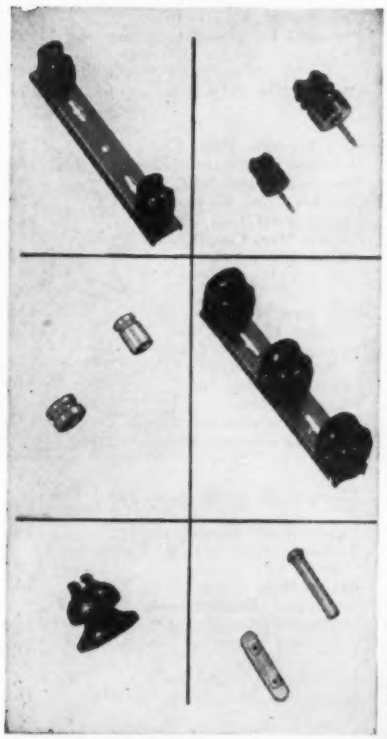

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Industrial Lighting—The eighth in the series "See Better-Work Better," bulletins is an 8 page illustrated publication describing industrial lighting. Copies are available from General Electric Co., Nela Park, Cleveland 12, Ohio.

Electric Brooders—A revised line of infrared heat lamp brooders for chicks, pigs, lambs and other young stock is illustrated and described in a four-page catalog. The line includes single, three, four and six-lamp brooders, each available in a variety of types. Copies may be secured from Steber Mfg. Co., Broadview, Ill.

Incandescent Lighting—The units listed are for commercial and institutional interiors. More than 30 incandescent lighting fixtures are illustrated and described. A 16-page folio may be had from Gruber Lighting, 125 S. First St., Brooklyn 11, N. Y.

Fluorescent Ballasts—Information on fluorescent lamp ballast plus photographs and wiring diagrams of the equipment is contained in a new 16 page bulletin. Specifications of switch-start, trigger start, slimline circline, germicidal and d.c. operation ballast is given. In addition, ballast for instant start lamps, series ballasts with sequence starting, multiple use of slimline ballasts and high voltage lighting for commercial buildings are explained. The publication may be had from the General Electric Co., Schenectady 5, N. Y.

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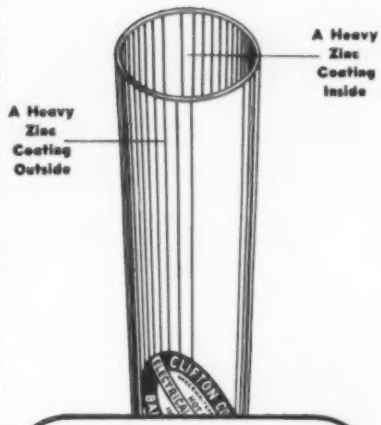

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CLIFTON E.M.T. is available for immediate shipment. You can get all you need to meet any demands.

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HYDRAULIC BENDERS FOR CONDUIT, PIPE

Quickly produce bends *right on the job.* With a GREENLEE Bender *one man* in but a few minutes makes smooth, accurate bends in pipe and conduit up to 5". Compact, portable . . . saves hours, saves materials.

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Quickly form small-radius bends without flattening or kinking. Especially designed to make neat bends for sharp corners, nooks and other close quarters. Saves up to 75% in time and materials on many jobs.

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For fast, easy enlarging of knockouts and cutting of holes in metal boxes, cabinets, panels. Various sizes and models for making openings for conduit sizes from ½" up to 3½". To operate, simply turn with a wrench.

HYDRAULIC KNOCKOUT PUNCH DRIVER

Portable hydraulic unit for driving GREENLEE Knockout Punches. Speeds jobs . . . easily operated. Develops over 11 tons of pressure so that conduit openings are cut in 10-gauge metal with ease.

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Specifically designed to save time, speed jobs . . . eliminate tedious, heavy work. Companion tools to many other GREENLEE timesavers for the electrician.

GREENLEE

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